



# News Release

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**FOR IMMEDIATE RELEASE**

## **Heritage Bank & Trust Marketing Director Claire Hill Earns Accreditation in Public Relations**

*March 1, 2021* – Heritage Bank & Trust Marketing Director Claire Hill 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, 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 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 bachelor's degree in a communication field. Candidates who successfully complete the rigorous process, including presenting his/her portfolio to a Panel Presentation 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 Marian Faulk, APR, 2021 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 organizations and clients.”

The computer-based portion of the Examination is administered throughout the year at more than 300 Prometric Testing Centers. The Panel Presentation 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 renew their credential through continuing professional development, providing leadership to the profession and serving their local communities.

The UAB was established in 1998 by a coalition of public relations professional organizations that today includes the 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 and the Southern Public Relations Federation. 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](http://www.praccreditation.org).

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