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**PRSA and Universal Accreditation Board Agree to Pursue
Military Communications Accreditation Proposal**

NEW YORK (Apr. 30, 2009) — The Board of Directors of the [Public Relations Society of America \(PRSA\)](#) and the [Universal Accreditation Board \(UAB\)](#) have approved in concept a proposal to create a new military-specific accreditation at the suggestion of the U.S. military. Passing separate resolutions, the PRSA Board and the UAB have paved the way for exploring and developing the program.

“The new accreditation will be an ‘APR plus’ to recognize fluency in bodies of knowledge necessary for public relations and for military communications,” said UAB Chair Felicia Blow, APR.

The new, Accredited in Public Relations (APR)-like mark will provide a unique accreditation opportunity for military public communications professionals. The examination process will meet and exceed standards for the established APR program by including an additional set of specialized standards for military public affairs.

The new mark will recognize military service members who have demonstrated fluency in both the bodies of knowledge necessary for public relations and those needed for military service communication.

Under the proposed UAB-Department of Defense (DoD) concept plan, military communicators eligible for the mark would include active and reserve military personnel, DoD civilians, and contractors whose primary responsibilities lie in the military

communications field. The UAB has set up a Working Group, which includes military public affairs officers, to further explore the concept.

The proposed mark is the first function-specific accreditation to be considered under the PRSA's Accredited in Public Relations (APR) program. As details of the new mark are finalized, exploration of other targeted marks may follow.

About UAB

The Universal Accreditation Board 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 including 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 representing all segments of the public relations profession.

About the Public Relations Society of America (PRSA)

The Public Relations Society of America (www.prsa.org), headquartered in New York City, is the world's largest organization for public relations professionals with nearly 32,000 professional and student members. PRSA is organized into 109 Chapters and 10 Districts nationwide, and 20 Professional Interest Sections and Affinity Groups, which represent business and industry, counseling firms, independent practitioners, military, government, associations, hospitals, schools, professional services firms and nonprofit organizations. The Public Relations Student Society of America (PRSSA) has 302 Chapters at colleges and universities throughout the United States, and one Chapter in Argentina.

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