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**Accreditation in Public Relations + Military Communication  
Achieved by Inaugural Group of Public Affairs Professionals**

**NEW YORK (Sept. 15, 2010)** — The Universal Accreditation Board (UAB) this week announced that an inaugural group of public affairs professionals has achieved the Accreditation in Public Relations + Military Communication (APR+M) certification. The APR+M signifies that an individual meets all the qualifications of the well-established Accreditation in Public Relations (APR) credential and demonstrates rigorous knowledge relating to the practice of military public affairs.

“Those achieving the APR+M credential have demonstrated a distinctive and critical set of skills, coupled with a professional level of experience, for effective communication in military public affairs environments,” said **Capt. David J. Wray, USN**, director, Joint Public Affairs Support Element. “We encouraged this program because we find that it is an important effort to acknowledge a process that establishes formal guidelines for our top public affairs leaders.”

Accreditation helps to unify and advance the public relations profession by identifying those professionals who have demonstrated broad knowledge, experience and professional judgment in the field of public relations. The APR signifies a high level of professional experience and competence. The APR+M indicates the same level of professional experience and competence, as well as the knowledge, skills and abilities commensurate with leading military public affairs activities.

A joint effort between the Universal Accreditation Board (UAB), the leading certification body for the public relations profession, the Joint Public Affairs Support Element (JPASE) and the Public Relations Society of America (PRSA), the program is offered to Active and Reserve/Guard U.S. military members, U.S. Coast Guard, Department of Defense civilians, and military contractors with primary responsibility to conduct public affairs activities.

Those professionals who earned their APR+M certification are:

- **Navy Lt. Cmdr. (ret) Barbara Burfeind, APR+M, Defense Media Activity.**
- **Erin K. Dunn, APR+M, U.S. Joint Forces Command.**
- **Robert Hastings, APR+M, Bell Helicopter and former ASD/PA.**
- **Suzanne Holroyd, Ph.D., APR+M, Office of the Secretary of Defense.**
- **Air Force Lt. Col. (ret) Don Miles, APR+M, Fellow PRSA, U.S. Northern Command.**
- **Army Reserve Lt. Col. (ret) Douglas F. Cannon, Ph.D., APR+M, Virginia Polytechnic Institute and State University.**
- **Naval Reserve Lt. Kaye Sweetser, Ph.D., APR+M, University of Georgia.**

The steps to obtaining the APR+M credential are in sync with those required for the existing APR credential. Candidates must submit a professional portfolio, pass a Readiness Review and complete a computer-based Examination. To obtain the APR+M credential, candidates must also fulfill specific military communication prerequisites as determined by the APR+M Advisory Council, which was established by the UAB to oversee and manage the new program.

Other military public affairs professionals interested in earning the APR+M are invited to register for Readiness Review interviews scheduled for **Oct. 13 or 17**, to coincide with the upcoming [PRSA 2010 International Conference](#), **Oct. 16–19**, in Washington, D.C.

For more information regarding APR+M, visit [www.praccreditation.org/aprm/pr](http://www.praccreditation.org/aprm/pr).

#### **About UAB**

The Universal Accreditation Board is the premier public relations credentialing organization. In this capacity, UAB oversees the Accreditation in Public Relations program, which is a voluntary certification program for public relations professionals. The UAB comprises senior-level Accredited professionals who provide a balanced blend of backgrounds in public relations specialties and academia. Responsibilities of the Universal Accreditation Board include developing and implementing policy for the program; developing and maintaining the Examination for Accreditation in Public Relations; reviewing appeal cases; and granting Accreditation.

#### **About JPASE**

The Joint Public Affairs Support Element (JPASE) in Suffolk, Va., is part of U.S. Joint Forces Command. JPASE is a contingency response unit and conducts training and doctrine development for the joint Public Affairs community across the globe. JPASE can deploy within 72 hours in support of combatant commanders' public affairs requirements.

#### **About the Public Relations Society of America (PRSA)**

With more than 31,000 members, [PRSA](#) is the largest organization of public relations professionals and students. PRSA is comprised of 111 local [Chapters](#) organized into 10 geographic [Districts](#); 16 [Professional Interest Sections](#) that focus on issues, trends and research relevant to specialized practice areas, such as technology, health care, financial communications, entertainment and sports, and travel tourism; and the [Public Relations Student Society of America](#) (PRSSA), which has more than 300 [Chapters](#) at colleges and universities in the United States and abroad. PRSA is headquartered in New York.