



## Military Communicators Accreditation



The APR+M Accreditation program will launch 1 June 2010. JPASE, in conjunction with the Public Relations Society of America and the Universal Accreditation Board, will act similar to a "local chapter" Accreditation chair and facilitate helping candidates through the process.

The Accreditation in Public Relations + Military Communication ("APR+M") is an enhanced certification from the well-established "APR." The mark will be awarded to candidates who master APR tested areas plus joint PA relevant topics.

We are interested in learning who would like to be the first group of DOD PA professionals to progress through this historic professional development program. Our first cadre of APR+M members will be prepared to conduct readiness review panels in October. These members are Accredited through PRSA, have extensive knowledge and experience with military public affairs as well as the Accreditation process, and have been vital in helping up develop and launch this program. They are:

1. Barbara Burfeind, APR, Defense Media Activity
2. MAJ Eric Dent, USMC, APR, US Marine Corps Headquarters
3. Bob Hastings, APR, Bell Helicopter and former ASD/PA
4. Suzanne Holroyd, PhD., APR, Office of the Secretary of Defense
5. Don Miles, APR, Fellow, PRSA, U.S. Northern Command

These members are working to provide a military-specific study guide to supplement the APR Study Guide. The timeline for public release is:

1. 26 May 2010 - Public Release of Program to include APR+M logo (trademarked by Public Relations Society of America)
2. 1 June 2010 - Place on web site APR+M application, Frequently Asked Questions, Knowledge, Skills and Abilities required (KSAs), Definitions of KSAs, and Learning Resources for KSAs.
3. 1 Aug 2010 - APR+M Candidate Questionnaire and military study guide available online ([www.praccreditation.org](http://www.praccreditation.org)).

Through the website listed above, candidates may currently access the APR Study Guide, take a practice examination, and find an abundance of resources. Additionally, a military-KSA resources guide posted in a few weeks will help you begin preparing on your own for the military portion of the certification.

### **Eligibility**

- ✓ Active and Reserve/Guard military members, Coast Guard, DOD civilians, and military contractors with primary responsibility to conduct public affairs activities.

### **Funding Options**

**Department of Veterans Affairs** pays the cost of a license or certification test for eligible veterans. You may receive reimbursement for the examination if you qualify for:

- ✓ Montgomery GI Bill
- ✓ Montgomery GI Bill for Selected Reserves
- ✓ Reserve Education Assistance Program
- ✓ Veterans Educational Assistance Program
- ✓ Dependents Educational Assistance Program
- ✓ Individual services and civilian employers may offer their own funding programs.

<http://www.gibill.va.gov/>    [http://www.dantes.doded.mil/Dantes\\_web/certification/index.htm](http://www.dantes.doded.mil/Dantes_web/certification/index.htm)  
<https://www.cool.army.mil/>    <https://www.cool.navy.mil/>

### **More Information**

See [www.praccreditation.org/apm/flyer](http://www.praccreditation.org/apm/flyer)

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### **Knowledge, Skills and Abilities (KSAs)**

The APR Examination is organized around 10 categories of knowledge, skills and abilities ([http://www.praccreditation.org/becomeAPR/KSAs\\_Compencies.html](http://www.praccreditation.org/becomeAPR/KSAs_Compencies.html)).

A sample of the military-specific KSAs:

1. Joint Planning Processes; PA Guidance (Annex F)
2. DOD Principles of Information, Joint Doctrine, FOIA, Privacy Act
3. Resource, Planning, Program, Budget, Execution Process (PPBES)
4. Operations Security; Command and Control; Interagency Coordination, Cultural Implications
5. Duration, scope and nature of crisis communication; classification and release of information.
6. Information management in joint operations
7. Current military structure and career field management
8. PA role in Strategic Communication (Annex Y), Counter Insurgency Operations