



## *CALLING MILITARY PUBLIC AFFAIRS PROFESSIONALS*

### **Join Your Colleagues and Earn the New Certification Credential APR+M**

Earn a unique credential that sets you apart from other military communication professionals. The APR+M credential indicates achievement of certification in military public affairs and demonstrates to other communications professionals, and most importantly to military leaders, high proficiency in areas critical to military communication activities.

The designation is "transportable" and is useful/beneficial within numerous branches of military service. APR is the oldest, most recognized communications credential, valued by public, private and government sectors in the selection of trusted counsel to organizational leaders. Research conducted by the Universal Accreditation Board has found that those achieving certification have higher salaries on average than those without it.

Visit: [www.praccreditation.org/aprm](http://www.praccreditation.org/aprm) for all program details.

---

#### **Top FAQs**

- **What is APR+M?** The Accreditation in Public Relations + Military Communication (APR+M) is an enhanced certification from the well-established APR. The APR+M signifies that an individual meets all the qualifications of Accreditation in Public Relations (APR), PLUS rigorous knowledge surrounding military public affairs. It is administered by the Universal Accreditation Board and the Joint Public Affairs Element.
- **Who is eligible to pursue APR+M credential?** APR+M candidates must meet one of the two following requirements: 1) Military personnel (active or reserve) and DoD civilian employees whose primary responsibilities are in military communication-related fields; 2) DoD military contractors who are members of a UAB participating organization whose primary responsibilities are in military communication-related fields.
- **How do I prepare for the Readiness Review?** Complete the APR+M Readiness Review Candidate Questionnaire and download the Study Guide found on the APR+M website.
- **Is there a cost to obtain the APR+M?** Yes. To pursue the APR, the combined testing fee is \$385, plus a \$25 application fee. If you have already achieved your APR credential, the cost to obtain the APR+M, is \$75. A detailed breakdown of processes and application requirements is available on the APR+M website.
- **Can I get reimbursed by the military for the cost of the Examination?** The 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. Many other options also are available to assess reimbursement opportunities. Review the FAQ on the APR+M website for further details.

#### **FOR MORE INFORMATION:**

Contact program administrators Kathy Mulvihill ([kathy.mulvihill@prsa.org](mailto:kathy.mulvihill@prsa.org)), or Sean Robertson, APR+M ([sean.robertson@jfc.com](mailto:sean.robertson@jfc.com)), or visit [www.praccreditation.org/aprm/](http://www.praccreditation.org/aprm/)