



APR+M Fact Sheet

APR is a mark of distinction for public relations professionals who demonstrate their commitment to the profession and to its ethical practice, and who are selected based on broad knowledge, strategic perspective, and sound professional judgment.

The APR+M credentialing effort to provide public affairs and communication certification for military, contractor, and Department of Defense public communication professionals launched in June 2010. This program is a joint effort between the Universal Accreditation Board (UAB), Joint Public Affairs Support Element (JPASE), and the Public Relations Society of America (PRSA). An APR+M Advisory Council has been established by the UAB to oversee and manage the new program, while the UAB grants APR +M.

The Accreditation in Public Relations + Military Communication ("APR+M") is an enhanced certification from the well-established "APR." The mark is awarded to candidates who master APR tested areas plus Joint Public Affairs relevant topics. APR+M signifies someone who meets all the qualifications of Accreditation in Public Relations (APR), PLUS a rigorous course of study surrounding military public affairs in joint operations. The first cadre of APR+M members conducted readiness review panels in October 2010.

APR+M Candidates must meet one of the two following requirements:

- Military members (active or reserve) and Department of Defense civilian employees whose primary responsibilities lie in military communication-related fields
- Department of Defense military contractors, who are members of a UAB participating organization and whose primary responsibilities lie in military communication-related fields.

On the web site are the APR+M application, Frequently Asked Questions, Knowledge, Skills and Abilities required (KSAs), definitions of KSAs, and Learning Resources, and the APR+M Candidate Questionnaire. All are available at: http://www.praccreditation.org/apr_m/

The website allows candidates to access the APR and APR+M Study Guides, take a practice examination, and find an abundance of resources. Additionally, a military-KSA resources guide will help candidates begin preparing on their own for the military portion of the certification.

The award of APR+M is designed to improve the profession of military public affairs, encourage ongoing professional development, and established a standard of knowledge consistency within the joint public affairs community. It signifies a professional level of experience and competence within the Public Relations industry as a whole, coupled with a uniquely qualified understanding of public affairs activities in joint military operations.

As with any professional development program, you gain knowledge, skills and abilities above those of your peers, the ability to become a trusted counsel to the commander with the background and experience to make well-informed decisions, and personal and professional recognition within your community. The APR and APR+M designations may be beneficial to you in terms of jobs and promotion potential and salary (for civilians).

To begin, download and complete the APR+M application and questionnaire for [new candidates](#) or [current APRs](#) seeking to add Military Communication to their Accreditation. If you have questions, contact Kathy Mulvihill at: Kathy Mulvihill (kathy.mulvihill@prsa.org).

The candidate questionnaire will help you understand what you need to know and articulate regarding the PR process and to achieve Readiness Review panel advancement to the examination. There is also a one-pager giving the process step by step.

As with the APR program, APR+M candidates who are lacking in experience in some areas are required to demonstrate an understanding of that area, but do not need to show direct personal experience.

Candidates are encouraged to begin preparing as soon as possible, starting with the core APR requirements (see <http://www.praccreditation.org/becomeAPR/index.html>). Candidates are free to pursue either accreditation if qualified. However, as a military communicator, you do not need to be a member of a participating organization of the UAB to qualify for the APR+M. For more FAQs and guidance, visit the web site at www.praccreditation.org