



Intent and Purpose of this APR+M Panel Presentation
(For candidate who already holds the APR designation)

To be read by panel chair at the beginning of each candidate's presentation:

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

“The intended result of the Panel Presentation is that each candidate will earn an Advance or Not Advance assessment that will recommend the Universal Accreditation Board (UAB) either accept or decline the candidate's application to add the “+M” to his or her APR credential at this time.”*

*The final decision on whether or not to advance a candidate rests with the Universal Accreditation Board.



Areas of Competency Assessed by the APR + M Panel Presentation Process

Since this candidate already holds the APR designation, the candidate has already been evaluated on the 12 specific areas of competence that cannot effectively be judged in the computer-based Examination environment:

1. Creative conceptualization/creativity
2. Initiative
3. Interpersonal skills
4. Management skills
5. Multi-tasking
6. Flexibility
7. Time management
8. Research & Evaluation
9. Communication skills/speaking
10. Communication skills/writing and editing
11. Communication skills/listening
12. Presentation skills

This APR+M Panel Presentation will be evaluating areas of competence specific to military communication (APR+M) that cannot effectively be judged in the computer-based Examination environment:

Research, Plan, Implement & Evaluate Programs (RPIE)

Understands and is able to explain the relationship and value of RPIE in relation to the following joint military terms and operations:

1. **Military Options:** Understand the range of military assistance, outreach, and other programs that can be used to develop positive relationships with other countries (such as noncombatant evacuations, humanitarian assistance, stability operations, reconstruction)
2. **Campaign Planning:** Understand the difference between campaign planning in a military operation and planning an information campaign. .
3. **Line of Operations:** Demonstrate knowledge of the commander's **lines** of operations and how they interact and coordinate with one another in Service and/or Joint environment.
4. **Joint Operations Planning:** Understand planning for the mobilization, deployment, employment, sustainment, redeployment, and demobilization of joint forces.
5. **Public Affairs Assessment:** Understand how to evaluate the public affairs impact of pending decisions and recommendations about the structure of public affairs support for military and joint operations.
6. **Public Affairs Guidance:** Demonstrate knowledge of when and why public affairs guidance is needed and how to address the different sections, such as details governing the release of information to the public.
7. **Annex F:** Understand the elements of the Public Affairs planning annex to an operations order.

8. **Annex Y:** Demonstrate knowledge of the Strategic Communication annex to an operations order.
9. **COMCAM Appendix 9 to Annex C:** Demonstrate knowledge of the procedures and planning for the Combat Camera Appendix to Annex C to an operations order.

Ethics and Law

Understands how the following laws relate to PRSA ethics and media law.

10. **Article 19, United Nations Charter:** Demonstrate knowledge of international laws, treaties, status of forces agreements, host nation agreements and charters that can impact public affairs operations.
11. **Law of Armed Conflict:** Understand how relevant international law and rules of engagement play a role in military operations and how Public Affairs planning is impacted.
12. **1913 Gillett Amendment:** Understand the impact of this amendment and other acts and laws (Uniform Code of Military Justice (UCMJ), Goldwater Nichols, Smith-Mundt, etc.) that govern military public affairs operations.

Communication Models and Theories

Understands and able to apply communication models and theories in a joint military operational environment.

13. **Cultural Implications:** Demonstrate an understanding of intercultural communication theory and how misunderstanding culture(s) in which the military is operating can impact public perception and views of US government interests.

Business Literacy

Understand the following in relation to joint military capabilities and processes:

14. **Resource, Planning, Program, and Budget Execution (PPBE) Process:** Understand the stages of DOD financial planning and how it's important to Public Affairs.
15. **Open Source Intelligence:** Demonstrate knowledge of open source information publicly available, its potential intelligence value and impact on military operations, and how public affairs operations contribute to open sources at home and abroad.
16. **Military Support to Civil Authorities:** Demonstrate knowledge of the civil support mission within the U.S. for natural or man-made disasters, chemical, biological, radiological, nuclear, or high-yield explosive consequence management, and other support as required.
17. **Defense Support to Public Diplomacy:** Demonstrate knowledge of activities and measures taken by the DOD components to support and facilitate US government public diplomacy efforts.
18. **Joint Professional Military Education:** Relate career field-specific requirements and expectations of JPME and the history behind development of joint education institutions.

Management Skills & Issues

Understand the following in relation to joint military operations:

19. **Communication Integration:** Demonstrate knowledge of how to achieve coordination and alignment between intra- and inter- organizational communicators, to include messages and integration/involvement of communicators throughout all major lines of operation.
20. **Information Operations:** Demonstrate knowledge of IO doctrine (such as Joint Pub 3-13), IO principles and the relationship between IO and Public Affairs.
21. **DIME/PMESII:** Understand how the National Elements of Power: Diplomacy, Information, Military, and Economic (DIME) and how Political, Military, Economic, Social Infrastructure and Information (PMESII) help shape U.S. policy and planning.

Crisis Communication Management

Understand the following in relation to joint military operations:

22. **Crisis Action Planning:** Demonstrate knowledge of Phases 1, 2, and 3 of crisis action planning and when it is used.
23. **Lead Federal Agency:** Understand the different agencies in charge and involved, in addition to the military, during crises and contingencies.
24. **Disaster Assistance Response Team:** Understand the role of other U.S. government agencies and missions in contingency operations.

Media Relations

Understand the following in relation to joint military operations:

25. **Free Press:** Demonstrate knowledge of how free press issues and DoD policy (such as the Principles of Information) impact joint, combined and interagency public affairs operations overseas.
26. **Media Assessment:** Demonstrate knowledge of media assessment and how to measure its impact. Understand the significance of media assessment overseas during reconstruction and stabilization operations.
27. **Joint Information Bureau:** Demonstrate knowledge of purpose, scope and elements of a JIB.

Using Information Technology Efficiently

Understand the following in relation to joint military operations:

28. **Cyberspace:** Understand how the global domain benefits and hinders the information environment.
29. **Social Media/Web 2.0:** Demonstrate knowledge of DoD social media and web policies, including operational security concerns.

History of and Current Issues in Public Relations

Understand the following joint military operations structure and elements:

30. **Strategic Communication:** Understand the principles and process of strategic communication.
31. **Public information:** Demonstrate knowledge of military information and how public affairs offices are usually the release authority for that information, consistent with operational security (OPSEC). Understand and explain the differences and similarities between public information, public affairs, public relations, and public diplomacy.
32. **Community Relations:** Relate the difference between community relations overseas and within the United States.
33. **Current military structure:** Demonstrate knowledge of the structure and role of Combatant Commands and supporting unified commands, as well as concepts of supporting and supported commands.
34. **Related career fields:** Understand the roles and relationships with Public Affairs (e.g. Information Operations, Civil Affairs, Combat Camera, Visual Information, and Intelligence)

Advanced Communication Skills

Understand and be able to explain the following joint military operations structure and elements:

35. **National Military Strategy:** Understand the purpose of the national military strategy and how it relates to Public Affairs.
36. **National Response Framework:** Demonstrate knowledge of how the National Response Framework defines the principles, roles, and structures that organize how we respond as a nation.
37. **Interagency Coordination:** Understand the interagency process and how military public affairs operations are impacted by the interagency, as well as nongovernmental organizations (NGOs), independent government organizations (IGOs), host nation organizations and others.
38. **Joint Intelligence Preparation Of The Operational Environment:** Understand the importance of public affairs collaboration with other information-related activities.



Examination for Accreditation in Public Relations + Military Communication
Panel Presentation Scoring Form: First Vote (Candidate that already holds the APR designation)

Candidate Name _____

Member Affiliation (USA, USAF, USN, USMC, USCG, DOD Civil Service, DOD Contractor) _____

Panel Presentation Evaluator _____

Panel Presentation Evaluator's Signature _____

Date of Panel Presentation _____

Instructions

Without discussion with your colleagues on the panel, assess the candidate you have just examined on each of the criteria below on a scale of “0” to “3.”

- 0 = the candidate was unable to demonstrate any knowledge, skills or abilities in the rated areas;
- 1 = the candidate demonstrates a very weak level of knowledge skills and abilities in the rated area;
- 2 = the candidate shows acceptable knowledge, skills and abilities in the rated area;
- 3 = the candidate demonstrates exceptional knowledge, skills and abilities in the rated area.

If the candidate has earned a “Not Advance” assessment (**fewer than 20 points** total *or* an assessment of 0 in any knowledge, skills and abilities category), assign a “Not Advance” assessment and briefly list the reasons why you have done so on the “Reasons for a Not Advance Recommendation” form (for example, a short set of bulleted items). **Give this completed form to your panel chair.**

Skill	Demonstrated in	Score (0-3)
Areas of competence specific to military communication (APR+M)		
Researching, Planning, Implementing and Evaluating Programs: <ol style="list-style-type: none"> 1. Military Options: Understand the range of military assistance, outreach, and other programs that can be used to develop positive relationships with other countries (such as noncombatant evacuations, humanitarian assistance, stability operations, reconstruction) 2. Campaign Planning: Understand the difference between campaign planning in a military operation and planning an information campaign. 3. Line of Operations: Demonstrate knowledge of the commander’s lines of operations and how they interact and coordinate with one another in Service and/or Joint environment. 4. Joint Operations Planning: Understand planning for the mobilization, deployment, employment, sustainment, redeployment, and demobilization of joint forces. 	Materials; Panel Presentation; Panel Presentation Questions	

<ol style="list-style-type: none"> 5. Public Affairs Assessment: Understand how to evaluate the public affairs impact of pending decisions and recommendations about the structure of public affairs support for military and joint operations. 6. Public Affairs Guidance: Demonstrate knowledge of when and why public affairs guidance is needed and how to address the different sections, such as details governing the release of information to the public. 7. Annex F: Understand the elements of the Public Affairs planning annex to an operations order. 8. Annex Y: Demonstrate knowledge of the Strategic Communication annex to an operations order. 9. COMCAM Appendix 9 to Annex C: Demonstrate knowledge of the procedures and planning for the Combat Camera Appendix to Annex C to an operations order. 		
<p>Ethics and Law:</p> <ol style="list-style-type: none"> 10. Article 19, United Nations Charter: Demonstrate knowledge of international laws, treaties, status of forces agreements, host nation agreements and charters that can impact public affairs operations. 11. Law of Armed Conflict: Understand how relevant international law and rules of engagement play a role in military operations and how Public Affairs planning is impacted. 12. 1913 Gillett Amendment: Understand the impact of this amendment and other acts and laws (Uniform Code of Military Justice (UCMJ), Goldwater Nichols, Smith-Mundt, etc.) that govern military public affairs operations. 	<p>Materials; Panel Presentation; Panel Presentation Questions</p>	
<p>Communication Models and Theories:</p> <ol style="list-style-type: none"> 13. Cultural Implications: Demonstrate an understanding of intercultural communication theory and how misunderstanding culture(s) in which the military is operating can impact public perception and views of US government interests. 	<p>Materials; Panel Presentation; Panel Presentation Questions</p>	
<p>Business Literacy:</p> <ol style="list-style-type: none"> 14. Resource, Planning, Program, and Budget Execution (PPBE) Process: Understand the stages of DOD financial planning and how it's important to Public Affairs. 15. Open Source Intelligence: Demonstrate knowledge of open source information publicly available, its potential intelligence value and impact on military operations, and how public affairs operations contribute to open sources at home and abroad. 16. Military Support to Civil Authorities: Demonstrate knowledge of the civil support mission within the U.S. for natural or man-made disasters, chemical, biological, radiological, nuclear, or high-yield explosive consequence management, and other support as required. 17. Defense Support to Public Diplomacy: Demonstrate knowledge of activities and measures taken by the DOD components to support and facilitate US government public diplomacy efforts. 18. Joint Professional Military Education: Relate career field-specific requirements and expectations of JPME and the history behind development of joint education institutions. 	<p>Materials; Panel Presentation; Panel Presentation Questions</p>	

<p>Management Skills & Issues:</p> <p>19. Communication Integration: Demonstrate knowledge of how to achieve coordination and alignment between intra- and inter- organizational communicators, to include messages and integration/involvement of communicators throughout all major lines of operation.</p> <p>20. Information Operations: Demonstrate knowledge of IO doctrine (such as Joint Pub 3-13), IO principles and the relationship between IO and Public Affairs.</p> <p>21. DIME/PMESII: Understand how the National Elements of Power: Diplomacy, Information, Military, and Economic (DIME) and how Political, Military, Economic, Social Infrastructure and Information (PMESII) help shape U.S. policy and planning.</p>	<p>Materials; Panel Presentation; Panel Presentation Questions</p>	
<p>Crisis Communication Management:</p> <p>22. Crisis Action Planning: Demonstrate knowledge of Phases 1, 2, and 3 of crisis action planning and when it is used.</p> <p>23. Lead Federal Agency: Understand the different agencies in charge and involved, in addition to the military, during crises and contingencies.</p> <p>24. Disaster Assistance Response Team: Understand the role of other U.S. government agencies and missions in contingency operations.</p>	<p>Materials; Panel Presentation; Panel Presentation Questions</p>	
<p>Media Relations:</p> <p>25. Free Press: Demonstrate knowledge of how free press issues and DoD policy (such as the Principles of Information) impact joint, combined and interagency public affairs operations overseas.</p> <p>26. Media Assessment: Demonstrate knowledge of media assessment and how to measure its impact. Understand the significance of media assessment overseas during reconstruction and stabilization operations.</p> <p>27. Joint Information Bureau: Demonstrate knowledge of purpose, scope and elements of a JIB.</p>	<p>Materials; Panel Presentation; Panel Presentation Questions</p>	
<p>Using Information Technology Efficiently:</p> <p>28. Cyberspace: Understand how the global domain benefits and hinders the information environment.</p> <p>29. Social Media/Web 2.0: Demonstrate knowledge of DoD social media and web policies, including operational security concerns.</p>	<p>Materials; Panel Presentation; Panel Presentation Questions</p>	
<p>History of and Current Issues in Public Relations:</p> <p>30. Strategic Communication: Understand the principles and process of strategic communication.</p> <p>31. Public information: Demonstrate knowledge of military information and how public affairs offices are usually the release authority for that information, consistent with operational security (OPSEC). Understand and explain the differences and similarities between public information, public affairs, public relations, and public diplomacy.</p> <p>32. Community Relations: Relate the difference between community relations overseas and within the United States.</p> <p>33. Current military structure: Demonstrate knowledge of the structure and role of Combatant Commands and supporting unified commands, as well as concepts of supporting and supported commands.</p>	<p>Materials; Panel Presentation; Panel Presentation Questions</p>	

<p>34. Related career fields: Understand the roles and relationships with Public Affairs (e.g. Information Operations, Civil Affairs, Combat Camera, Visual Information, and Intelligence)</p>		
<p>Advanced Communication Skills:</p> <p>35. National Military Strategy: Understand the purpose of the national military strategy and how it relates to Public Affairs.</p> <p>36. National Response Framework: Demonstrate knowledge of how the National Response Framework defines the principles, roles, and structures that organize how we respond as a nation.</p> <p>37. Interagency Coordination: Understand the interagency process and how military public affairs operations are impacted by the interagency, as well as nongovernmental organizations (NGOs), independent government organizations (IGOs), host nation organizations and others.</p> <p>38. Joint Intelligence Preparation Of The Operational Environment: Understand the importance of public affairs collaboration with other information-related activities.</p>	<p>Materials; Panel Presentation; Panel Presentation Questions</p>	
<p>TOTAL SCORE</p>		



Examination for Accreditation in Public Relations + Military Communication

Panel Presentation Scoring Form: Second Vote (Candidate that already holds the APR designation)

Candidate Name _____

Member Affiliation (USA, USAF, USN, USMC, USCG, DOD Civil Service, DOD Contractor) _____

Panel Presentation Evaluator _____

Panel Presentation Evaluator's Signature _____

Date of Panel Presentation _____

Instructions: Following discussion with your colleagues on the panel, score the candidate you have just examined on each of the criteria below on a scale of "0" to "3."

- 0 = the candidate was unable to demonstrate any knowledge, skills or abilities in the rated areas;
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Skill	Demonstrated in	Score (0-3)
Areas of competence specific to military communication (APR+M)		
Researching, Planning, Implementing and Evaluating Programs	Materials; Panel Presentation; Panel Presentation Questions	
Ethics and Law	Materials; Panel Presentation; Panel Presentation Questions	
Communication Models and Theories	Materials; Panel Presentation; Panel Presentation Questions	
Business Literacy	Materials; Panel Presentation; Panel Presentation Questions	
Management Skills & Issues	Materials; Panel Presentation; Panel Presentation Questions	
Crisis Communication Management	Materials; Panel Presentation; Panel Presentation Questions	
Media Relations	Materials; Panel Presentation; Panel Presentation Questions	
Using Information Technology Efficiently	Materials; Panel Presentation; Panel Presentation Questions	
History of and Current Issues in Public Relations	Materials; Panel Presentation; Panel Presentation Questions	
Advanced Communication Skills	Materials; Panel Presentation; Panel Presentation Questions	
TOTAL SCORE		



Examination for Accreditation in Public Relations + Military Communication

(Candidate that already holds the APR designation)

Panel Presentation Summary of Candidate’s Performance

Candidate Name _____

Member Affiliation (USA,
USAF, USN, USMC, USCG,
DOD Civil
Service, DOD Contractor) _____

Panel Presentation Evaluator’s
Signature _____

Date of Panel Presentation _____

In our unanimous opinion:

- We recommend that the Universal Accreditation Board Advance this candidate and grant this candidate the APR+M designation.
- We recommend that the Universal Accreditation Board Not Advance with this candidate and do not grant this candidate the APR+M designation at this time.

In our collective opinion, this candidate earned a Not Advance assessment in the Panel Presentation for these reasons. If further space is needed, please use the additional comment sheet provided.

Panel Presentation

Evaluator chair (print and sign) _____

Panel Presentation evaluator _____

Panel Presentation evaluator _____

Attach the Panel Presentation evaluators’ first and second vote forms listing their individual scores and reasons that the candidate did not earn Advance status. Also, complete the “Reasons for a Not Advance Recommendation” form stating reasons why the panel came to its collective opinion.

Note: The Score Summary, including any comments, can be provided to the candidate upon his/her written request whether your panel does or does not Advance the candidate.

