



Guidelines for Using Your Accreditation in Public Relations + Military Communication Credential

- Accreditation is the voluntary certification program administered by the Public Relations Society of America (PRSA). Members of a UAB participating organization*, with a recommended five years professional experience, can choose to participate in process designed to test a practitioner's competence in and knowledge of public relations. The APR+M signifies that an individual meets all the qualifications of Accreditation in Public Relations (APR), PLUS a rigorous knowledge surrounding military public affairs. The mark is awarded to candidates who master APR tested areas plus military public affairs relevant topics.
- Professionals who successfully Advance the APR+M Panel Presentation and pass the computer-based Examination may use **APR+M or Accredited in Public Relations + Military Communication** with their names. Accredited/Accreditation is always capitalized.
- Accreditation can only be used as identification for an **individual. Organizations cannot be Accredited** or referred to as Accredited in any publication. Organizations who list in the phone directory's yellow pages may list the names of individuals on their staff who are APR+M. The individual staff member's name may appear with the APR+M designation. However, the organization cannot list itself as Accredited or APR+M.
- Accredited professionals may indicate their APR+M status on business cards, letterhead, news releases, biographical sketches and other printed materials.
- Accredited professionals may use APR+M designation on resumes, in job interviews and in client presentations. However, Accredited professionals cannot imply the lack of Accreditation in any way affects a competing professional's competence.
- **APR+M Accreditation shall cease automatically when the professional no longer meets the eligibility requirements for APR+M. The Accreditation shall be reinstated upon reinstatement to active or reserve military duty or upon rejoining DOD as a civilian employee or DOD contractor in military communication-related fields. DOD contractors need to keep membership in a UAB participating organization.**
- **An individual can have APR+M revoked for improper use per these usage guidelines.**

* Participating Organizations consist of: Asociación de Relacionistas Profesionales de Puerto Rico, California Association of Public Information Officials, Florida Public Relations Association, Maine Public Relations Council, National Association of Government Communicators, National School Public Relations Association, Public Relations Society of America, Religion Communicators Council, Southern Public Relations Federation.