

Benefits of CMMA Accreditation

- Professional credentials you can use in the marketplace to establish your skills and credibility as a communications media manager.
- Recognition from your peers in CMMA. New accredited members are honored for their achievement at the President's Dinner during CMMA conferences.
- The opportunity to demonstrate to your boss and other leaders in your organization that your expertise is recognized by a national professional association. A package of information about the significance of accreditation and your achievement will be sent to your boss at your request.
- Public relations opportunities within your organization and community to highlight your achievements and help CMMA build recognition and credibility for our accreditation program. CMMA will provide press release information for you.
- Personal satisfaction for achieving a significant milestone in your career.
- A professional credential you can take with you throughout your career.
- A new CMMA name badge that includes the Accredited Media Manager designation.



"I expect my AMM credentials to open doors for me professionally as my accomplishments are recognized both inside and outside of the communications industry."

*Kelly Bell, AMM
Gannett Company*

Maintaining Your Accredited Status

In order for CMMA accreditation to be a valid professional standard, accredited members must show evidence of continuing training, education and mastery of communications media leadership.

To maintain accredited status, all Active and Associate accredited members must earn a minimum of five points in a biennial submission of continuing accreditation activities.

There are many ways to earn continuing accreditation points, including:

- ✦ Higher education
- ✦ Teaching
- ✦ Professional training
- ✦ Giving presentations
- ✦ Attending conferences
- ✦ Accepting a CMMA leadership position
- ✦ Publishing books or articles
- ✦ Planning a CMMA conference

Communications Media Management Association

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COMMUNICATIONSMEDIA
cmma
MANAGEMENT ASSOCIATION

Professional Accreditation



Accreditation is a highly regarded goal for every CMMA member, and it exemplifies the pinnacle of achievement within the Association. CMMA offers professional accreditation to qualified communications media managers who have been active members of the Association for two or more years. Accredited members earn the right and privilege to use the letters AMM, signifying Accredited Media Manager, after their name.

Isn't it time you applied?

"Accreditation is something I am extremely proud of because I share it with a very accomplished group of talented, skilled professionals."

*Tom Bise, AMM
Colonial Life & Accident Insurance*

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The Accreditation Process

■ Step One

Request an application form from the CMMA office. The form will be sent to you as an e-mail attachment and you can complete it electronically.

A minimum number of points is required to continue with the application process. The form will automatically total your points as you fill in the application, so you will know when you complete the form whether or not you have enough points to proceed.

■ Step Two

Send your completed application along with the requested supporting documentation to CMMA's Executive Director. The Executive Director will log in your application and forward copies to the Board of Accreditation.

The Board of Accreditation will review your application and may request clarification or additional supporting documentation. Assuming you have the required minimum points, the Awards and Accreditation Chair will contact you to schedule the oral examination.

■ Step Three

The Board of Accreditation (accredited Active and Associate CMMA members appointed by the President) will conduct the oral examination by videoconference or teleconference. Each member of the Board of Accreditation will independently score your responses to the examination questions based on the completeness and coherence of your answer, the experiential depth of your responses and relevancy to current leadership philosophy.

■ Step Four

The Accreditation Board will total the scores from the oral exam and make a recommendation to the Board of Directors, which then must vote on the recommendation.

When you achieve accreditation, you will be honored for your achievement at the next President's Dinner, and you may begin using the designation AMM (Accredited Media Manager) after your name.

What does the application form entail?

The application form covers:

- Academic Achievements
- Management experience in:
 - ◇ Communications
 - ◇ Training
 - ◇ Personnel
 - ◇ Finance
 - ◇ Executive presentations
 - ◇ Strategic planning
 - ◇ Asset management
- Scope of management
- Awards
- Teaching
- Publishing

"In the financial world, designations after your name increase credibility. AMM adds a perceived level of professionalism."

*Mike Shetter, AMM
Thrivent Financial for Lutherans*

"In my organization, professional accreditation infers a high level of acceptance and legitimacy. My knowledge, expertise and professional stature are respected and acknowledged in part because of my CMMA accreditation."

*Marv Mitchell, AMM
Mayo Clinic*

What can I expect during the oral examination?

All applicants for accreditation are asked the same series of questions, which are designed to assess your knowledge and experience in business and managing creative people. You will be asked to provide specific examples to demonstrate your skill in such areas as communications, strategic alignment and planning, finance and human resources. You can expect questions similar to these examples:

Describe how you as a communications media manager work with your organization's leadership to develop communications objectives and plans that support the organization's vision, mission, and goals.

In what areas do you provide direct mentoring to your staff? How do you accomplish this?

