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Media Contact:
Heidi Taff
+1 (415) 544-4701
htaff@iabc.com

Established Professional Communicator Earns Accreditation Designation

SAN FRANCISCO, CA (September 4, 2002) – Paul Moore, ABC, of the Atlantic Canada Opportunities Agency in Halifax, has earned the International Association of Business Communicators (IABC) accreditation designation.

IABC's accreditation program measures the abilities and skills of a communicator, and is intended as a critical stage in a communicator's career growth. Earning accreditation demonstrates to fellow communicators, to present or perspective employers and clients, that an important milestone in professional development has been attained. The program consists of a rigorous testing process that identifies and recognizes the well-rounded communicator through written and oral examinations and a portfolio evaluation. Candidates meeting all requirements of the program earn the designation "Accredited Business Communicator (ABC)". ABC after a name is a mark of professional achievement and commitment.

"Many candidates find that the accreditation process itself is highly valuable," said David French, ABC, chairman of the accreditation board. "The application, preparing of their portfolio, evaluation of their strengths and weaknesses and reviewing the principles and practices will weed others and keep those who want it badly enough."

To meet the requirements for accreditation, Moore had to be an established communicator with a minimum of five-years experience. He had to understand the goals and philosophy of organizational communication; appreciate the role of the communicator and communication in modern organizations; understand what communication can and cannot do; have the knowledge to plan, direct and implement a broad range of communication programs; and have the skills and abilities to apply that knowledge to practical, real-life situations.

"We see accreditation as an integral part of IABC's commitment to the education of its members and the development of the profession in general," said IABC chairman Annette Martell, ABC, MC.

Currently, IABC has nearly 600 accredited communicators in more than 12 countries. For more information about the accreditation process, please visit, "Becoming an Accredited Business Communicator" on IABC's website: <http://www.iabc.com/development/accredit/abc.htm>

IABC is a network of professionals committed to improving organizational effectiveness through strategic communication. With more than 100 chapters, IABC serves 13,500 members in 60 countries and 10,000 organizations.

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