(b) Other Insignia. Professional insignia intended to convey the orientation or focus of professional practice may be proper if the design and content is simple and informational.

B. Brochures. The production and distribution of public informational materials is an appropriate activity of the marriage and family counselor. The purpose of such material is to inform the public, not to "promote" the individual's practice. Therefore the emphasis should be on simple statements of services offered, factual presentations of the practitioner's relevant training and experience, and accurate information about contracts and conditions for service.

The practice of marriage and family counseling as a mental health profession is in the public interest. Therefore it is appropriate for the well trained and qualified practitioner to inform the public of the availability of his/her services. The membership standards of the AAMFC provide the public with the assurance of competence in this field, relieving the individual member of the need to "advertise" his/her services to the public.

However, much needs to be done to educate the public as to the services available from qualified marriage and family counselors. Therefore the members of AAMFC have a responsibility to the public to engage in appropriate informational activities in keeping with the following standards.
I. TELEPHONE DIRECTORY LISTINGS

Yellow Pages. All listings should be governed by the principles of dignity, modesty and uniformity.

A. Special type (boldface, etc.) and lined boxes or any other technique tending to make one individual or firm's listing stand out from other listings in the directory is a breach of professional ethics.

B. A proper listing will include no more than the following:

1. Name
2. Highest earned relevant degree (one only)
3. State licensure (including license No.)
4. AAMFC clinical membership (Diplomate status if attained)
5. Address
6. Telephone number
7. Designated specialty

C. Office hours (or the statement "By Appointment Only") may be listed if permitted by the local telephone company.

D. Any title including words such as "Institute," "Center," "Clinic," "Service" is acceptable only if a group practice includes at least three professionals. Other AAMFC members of such a group may choose to be listed under the identifying group practice name as well as separately in the proper alphabetical location.

E. When titles utilizing the name of a city, county, or state are employed, care should be taken to indicate the private nature of the enterprise.

Sample Individual Listing

Jones, John J.
M.A.
Member, American Association of Marriage and Family Counselors
By Appointment Only
123 N. Main
Res 324 S. Adams
672-3903
674-2811

Sample Group Practice Listings

(a) Jones, John J. and Associates
Patricia Adams, Ph.D.
John J. Jones, M.A.
Richard Williams, D.Min.
123 N. Main 672-3903

(b) North Main Family Institute
Patricia Adams, Ph.D.
John J. Jones, M.A.
Richard Williams, D.Min.
123 N. Main 672-3903

(c) North Main Family Institute
John J. Jones, M.A.
123 N. Main 672-3903
(In this example Patricia Adams and Richard Williams will be listed alphabetically elsewhere with the same address and phone number as North Main Family Institute.)

AAMFC INSCRIPTIONS

A regional division or a chapter of the AAMFC may use the AAMFC insignia to list its members as a group. When all members practicing within a telephone directory district have been invited to list, any three or more members may do so.

Sample Insignia Listing

American Association of Marriage and Family Counselors
(Nevada Division)

Baxter, Arthur W.
MSW
81 S. Rushford 832-9481

North Main Family Institute
Patricia Adams, Ph.D.
John J. Jones, M.A.
123 N. Main 844-6377

Smith, Roberta
MSW
2345 Hartdale 943-5656

Williams, Richard
D.Min.
123 N. Main 844-6377

II. PRINTED PROFESSIONAL MATERIALS

A. Stationery, Business Cards and Announcements. Dignity and good taste should characterize the printed professional materials of an AAMFC member. Select paper stock, type and composition suitable to the presentation of a professional practice. Imprinting should be limited to a minimum of simple, clearly legible information:

1) Name and degree. Listing more than the highest earned relevant degree rarely adds information and detracts from the dignity. Listing an honorary degree (D.D., D.Sc. etc.) is a violation of professional modesty. Using the title "Dr." in front of one's name, in place of or in addition to initials of a doctoral degree following the name, is considered improper.

2) Type of practice. The AAMFC member will ordinarily identify himself/herself as a Marriage and Family Counselor. Related professional identification may be included (Licensed Clinical Social Worker, Licensed Psychologist, etc.)

3) Specialty. Should a member wish to emphasize a single specialization within marriage and family practice, he or she may do so provided the designation reflects an exclusive emphasis.

4) AAMFC membership. Persons holding clinical membership in the AAMFC may designate this by the following statement: "Member, American Association of Marriage and Family Counselors."

5) Address and telephone. The location of the professional practice may be designated by appropriate address and telephone number(s).

6) Insignia.

(a) AAMFC Insignia. The AAMFC insignia may NOT be used on printed professional materials of a member, a group of members practicing together, nor a training center approved by the AAMFC. It may be used by regional divisions in the course of their bona fide activities as divisions of the AAMFC.