



**FLORIDA
PUBLIC RELATIONS
ASSOCIATION**

Enhancing the profession since 1938.

About Us

The Florida Public Relations Association (FPRA) is the oldest public relations organization in the United States. Members of FPRA represent a variety of different organizations including private and public corporations, government entities, not-for-profit organizations, counseling firms, and independent practitioners.

Founded in 1938 by Lt. Col. John W. Dillin, the Florida Public Relations Association was formed for one sole purpose: to help its members to do their jobs better.

Our Mission

The Florida Public Relations Association is dedicated to developing public relations practitioners who through ethical and standardized practices, enhance the public relations profession in Florida.

FPRA Chapters

As a statewide Association, FPRA boasts more than 1,000 professional and student members, all of which make-up the Association's 15 professional chapters and 11 student chapters.

About FPRA's Annual Conference

FPRA's premier professional development event is its Annual Conference. For more than 70 year's FPRA has been hosting a state-wide conference that attracts entry to senior level PR practitioners from all around the state to hear nationally recognized Public Relations professionals speak on a variety of topics that impact the PR profession.

This year's 73rd Annual Conference, titled: **PR 2011: The Evolution of Public Relations** will be held at the Naples Grande Resort from Sunday, August 7th to Wednesday, August 10th.



Conference Attendee Demographics

Female Members.....	83%
Male Members.....	17%
Direct Access to the CEO.....	86%
Bachelors Degree.....	59%
Masters Degree.....	19%

Member Industry Breakdown:

21%	Associations/Nonprofit
19%	Government
15%	PR Agency
11%	Private Corporations
9%	Healthcare
7%	Education
4%	Consulting
3%	Tourism
3%	Utility
3%	Technology
5%	Other

