

Application for Accreditation

Applications to take the APR exam may be downloaded from www.fpra.org.

Application for Certification

Complete and sign the following application for the CPRC exam and mail, with your application fee, to the State Office of the Florida Public Relations Association, 40 Sarasota Center Blvd., Suite 107, Sarasota, FL 34240. Upon approval, you will be contacted by the State Office and your local accreditation chair to arrange a time for your exam.

Name: _____

Title: _____

Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Total years of public relations experience: _____

Application fee enclosed: \$150. Check payable to "FPRA" or include credit card information below.

Credit Card: Visa MC Discover AMEX

Name on Card: _____

Card #: _____

Expiration Date: _____

3 / 4 digit security code on back/front: _____

Address where statement is received: _____

_____ Zip Code: _____

Signed: _____

Date: _____

www.fpra.org

 Florida Public Relations Association
40 Sarasota Center Blvd., Suite 107
Sarasota, FL 34240

**PROFESSIONAL
ACCREDITATION
& CERTIFICATION**



 Florida Public Relations Association

Enhancing the Profession since 1938.

APR

Accredited in Public Relations

The Universal Accreditation Program for public relations professionals, which was formed in 1998, seeks to identify those in the profession who have demonstrated their knowledge, experience and judgment in planning and managing public relations activities. The APR designation signifies a high professional level of competence and validates a PR professional's commitment to the field.

Eligibility

Florida Public Relations Association members in good standing are eligible to sit for the exam. Although five years of paid, full-time experience in the professional practice of public relations, or in the teaching or administration of public relations courses in an accredited college or university, is no longer required, it is strongly recommended.

What kinds of knowledge are tested?

The APR examination draws its questions from all areas of the public relations body of knowledge, including:

- Research, planning, implementing and evaluating programs
- Ethics and law
- Communications models and theories
- Business literacy
- Management skills and issues
- Crisis communication management
- Media relations
- Using information technology efficiently
- History of and current issues in public relations
- Advanced communications skills

Process

Following the application process, candidates will be notified of their eligibility to schedule a Readiness Review.

The Readiness Review includes a portfolio review and assessment of the candidate's readiness to take the exam. A local Readiness Review panel will coach each candidate to determine his or her areas of needed improvement and help identify specific areas in which the candidate should focus further study. Candidates may not take the written exam until they have advanced from the Readiness Review.

Once advanced from the Readiness Review, candidates will take the exam at their convenience at a Prometric Testing Center. For more information or to download an application, visit www.fpra.org.

Cost

The cost of the exam is \$385, which is paid at the time of registration. The Florida Public Relations Association offers candidates a \$100 rebate to assist in offsetting the cost of the exam. Some chapters also offer assistance. Contact the State Office for details at 941-365-2135.



Preparation

FPRA offers local and statewide review sessions to prepare candidates for the exam. Please contact a member of your local board of directors for more information.

CPRC

Certified Public Relations Counselor

The credential of Certified Public Relations Counselor is the second tier credential offered by the Florida Public Relations Association. The certification process was developed to recognize professional growth and achievement of senior members who have already earned the APR designation. Candidates for CPRC must be a member of the Florida Public Relations Association and have a minimum of 10 years of professional practice in public relations.

The exam, which is administered throughout the year, consists of a written section, comprised of case studies, and an oral component, which requires the candidate to make a presentation to a panel of certified evaluators.

For the oral portion of the exam, candidates are encouraged to use an actual presentation they have made to an employer, a client or the media. The goal of the 30-minute presentation is to "sell" an idea or a course of action, rather than to demonstrate extemporaneous speaking skills.

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