



Enhance Your PR Career

Earning your Accreditation in Public Relations (APR) and becoming a Certified Public Relations Counselor (CPRC) through the Florida Public Relations Association are two ways to demonstrate your professional skill and expertise.

An APR indicates a public relations practitioner has the knowledge and ability to perform at an experienced level. The CPRC is a second-tier credential offered only by FPRA. It indicates a senior level PR professional who is qualified to serve as a trusted PR counselor and policy setter with their employer or clients.

Both of these designations are founded upon a sound body of knowledge and signify a high degree of competence and commitment to the field of public relations.

Enhance your PR Career by earning Accreditation in Public Relations (APR) and Certified Public Relations Counselor (CPRC) professional credentials.



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fpra.org/accreditation-certification



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Earning Your APR

The Accreditation in Public Relations (APR) is a universally recognized credential that designates a public relations professional has demonstrated proficient knowledge, judgment, ethics and professionalism in planning and managing public relations activities. FPRA first began offering statewide public relations accreditation, then known as APRP, in 1974. In 1998, FPRA joined with several other PR associations throughout the U.S. to form the Universal Accreditation Board (UAB), which was created to independently govern a consistent accreditation process for PR professionals.

APR Eligibility

FPRA members in good standing are able to sit for the exam. Although not required, five years of full-time experience in public relations is recommended.

APR Preparation

FPRA offers local and statewide review sessions to prepare candidates for Accreditation. A list of suggested textbooks and body of knowledge is provided.



APR Process

There are three steps to earning an Accreditation in PR: an application, a Readiness Review panel and a computerized exam.

After submitting the application to the UAB, the candidate is notified of their eligibility to schedule the Readiness Review with their local FPRA chapter. During the Readiness Review, the candidate presents a project, program or service that demonstrates their knowledge of public relations. The panel assesses the candidate's readiness to take the exam and identifies areas for further study, if needed.

Once advanced from the Readiness Review, the candidate receives information from the UAB on how to schedule the computerized exam.



What knowledge is tested?

The APR exam covers all areas of public relations, including:

- Research, planning, implementing and evaluating PR programs
- Ethics and law
- Communications models and theories
- Management skills and issues
- Crisis communication management
- Media relations
- History of and current issues in public relations

APR Cost

The cost of the exam is \$385, paid to UAB. FPRA offers candidates a \$100 rebate, and some chapters offer additional assistance.



Becoming a CPRC

FPRA developed the CPRC designation to recognize advanced professional growth and achievement among senior level PR practitioners who have already earned their APR.

Eligibility

A CPRC candidate must be an FPRA member, have earned their APR and have a minimum of 10 years of professional practice in public relations.

Process

There are two steps to certification: an oral panel presentation and a written exam. For the presentation, a topic is supplied seven days prior to the scheduled date, and the candidate must prepare and present a 20-minute recommendation, followed by 10 minutes of Q & A. The written exam is a 14-question essay test that is timed and proctored.

Preparation

FPRA offers local and statewide review sessions. While there is no specific body of knowledge to study, it is recommended to read PR case studies in preparation for the exam.

Cost

The cost of the exam is \$250, which is paid at the time of application. FPRA offers a \$75 rebate and some chapters also may offer assistance.

Get Started! For more information or to download an application, visit www.fpra.org.