

FLORIDA PUBLIC RELATIONS ASSOCIATION

STYLE GUIDE



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The FPRA Style Guide has been designed as a reference to help chapter leaders navigate the intricate waters of appropriate FPRA terminology and practices. Included in this document are sections on:

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Please note: If you have questions regarding FPRA’s style guidelines that are not answered in this document, please refer to the AP Style Guide.

PURPOSE

The Florida Public Relations Association is a statewide organization of public relations professionals dedicated to:

- Enhancing the professional development of its members
- Providing a forum for personal growth through interaction and resource exchange
- Serving as the “united voice” of the public relations profession in Florida
- Fostering the highest professional standards and ethics of its members
- Gaining understanding and support for the performance of its members and the profession on behalf of all practitioners within the state of Florida.

MISSION STATEMENT

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.

VISION STATEMENT

To be Florida’s most respected public relations organization.

TAGLINE

Enhancing the profession since 1938

PROGRAMS

Annual Conference

Annual conference does not need to be capitalized unless it is being referred to as the Florida Public Relations Association (or FPRA) Annual Conference or it is preceded by its anniversary. For example, the 80th Annual Conference should be capitalized.

The following events occur at the FPRA Annual Conference and they should be referred to as they are listed:

- Executive Committee Meeting and State Board Meeting
- President's Welcome Reception
- Past President's Council Meeting
- Annual Business Meeting to be followed by the APR and CPRC Recognitions
- Presidents' Luncheon
 - Chapter Awards Recognition
 - Joe Curley Rising Leader Recognition (see Recognition for more details)
 - Dillin Dessert Presentation
 - Passing of the Gavel Ceremony
 - LeadershipFPRA Class Recognition (Incoming and Outgoing)
- Reception of the Presidents
- Golden Image Awards (see Recognition for more details)

Chapters

FPRA has 15 chapters around the state. Chapter should not be capitalized unless it is referring to a specific chapter, for example, the Capital Chapter.

Counselors' Network

Counselors' Network should always be capitalized, and an apostrophe should always follow the 's' in Counselors. Counselors' Network can be abbreviated after its initial mention to CN.

Counselors' Network Winter Symposium

Counselors' Network Winter Symposium should always be capitalized, and an apostrophe should always follow the 's' in Counselors. After first mention, it can be abbreviated to CN Winter Symposium.

Florida Public Relations Education Foundation

The Florida Public Relations Education Foundation (FPREF) is a 501(c)(3) nonprofit, charitable organization dedicated to the advancement of the public relations profession within the state of Florida. In all external communications, the Florida Public Relations Education Foundation should be written out on first mention and abbreviated to FPREF or FPREF Foundation on subsequent mentions. Internal communications may refer to the Foundation as FPREF or FPREF Foundation on first mention. Foundation should always be capitalized when it references FPREF.

LeadershipFPRA

Do not include a space between leadership and FPRA. Capitalization should always be used for the first letter in Leadership and all of FPRA.

Joe Curley Rising Leader

Each year, the Joe Curley Rising Leader Class is selected. One Joe Curley Rising Leader Class member is selected from each FPRA Chapter. From the class, one Joe Curley Rising Leader Award recipient is chosen (see Recognition for more details.)

Presidents' Luncheon

The Presidents' Luncheon takes place at annual conference. It is an event intended to honor all past state presidents. For that reason, the apostrophe should always follow the 's' in Presidents. Presidents' Luncheon should always be capitalized.

The Presidents' Luncheon includes FPRA's customary Passing of the Gavel and the Cavalcade of Presidents video.

State Office

State Office should be capitalized on all references. You can contact the State Office at:
(941) 365-2135
state@fpdra.org
40 Sarasota Center Blvd, Suite 107
Sarasota, FL 34240

Student Chapters

FPRA has 12 student chapters based at universities across the state. A university must have an FPRA charter to install a chapter. The term "student chapter" should not be capitalized unless preceded by its formal name or the name of the university. Example: Quotes Student Chapter or FSU Student Chapter

FPRA's student chapters should never be referred to as clubs.

TITLES

Chapter Board Titles

Each chapter board has its own titles. In general, chapter board titles should not be capitalized unless they directly precede the name of the person who holds the title. For example, Jane Doe, APR, is the president of the Central West Coast Chapter. She may also be referred to as Central West Coast Chapter President Jane Doe, APR.

Chapter board should not be capitalized unless it is preceded by the name of a specific chapter. For example, the Southwest Florida Chapter Board held a meeting last week.

Executive Committee

The Executive Committee consists of FPRA's president, president-elect, immediate past president, vice president of accreditation/certification, vice president of annual conference, vice president of chapter services, vice president of communications and public relations, vice president of technology, vice president of finance, vice president of Golden Image, vice president of member services, vice president of research and planning, vice president of professional development, vice president of student services, Counselors' Network chair, FPREF Foundation chair, vice president of LeadershipFPRA and executive director.

Titles should not be capitalized unless they directly precede the name of the person serving in the role. For example, Jane Doe, APR, CPRC, is president. She may be referred to as FPRA President Jane Doe, APR, CPRC. The names of formal programs (for example, LeadershipFPRA) should always be capitalized in titles. State may precede an Executive Committee title if necessary to differentiate between Executive Committee and chapter board members.

Executive Committee should always be capitalized.

Florida Public Relations Association

In all communications, Florida Public Relations Association should be written out on first mention. On all subsequent mentions, it can be abbreviated to FPRA.

In all communications, Association should be capitalized if referring to the Florida Public Relations Association.

State Board

The State Board consists of the Executive Committee and, the presidents and the presidents-elect of each chapter. State Board should always be capitalized.

A Note on Introducing Presidents: The president should be referred to FPRA state president or as president of FPRA. Chapter presidents should be referred to using the same model. For example, John Doe is president of the Jacksonville Chapter of FPRA or Jacksonville Chapter President.

AWARDS

Doris Fleischman Award

This annual award recognizes one member who has made a significant contribution to the Association through outstanding leadership, demonstrated enthusiasm, extraordinary involvement and loyal support. The Doris Fleischman Award winner is typically named at the Golden Image Awards.

FPRA Life Member

Life membership in FPRA is considered among the highest, most prestigious honors awarded by the Association. In fact, it has only been awarded three times in our Association's history. Life membership must be approved by a candidate's chapter, the Past President's Council, the State Board and finally by FPRA's membership. The only individuals to be named life members of FPRA are Bob Gernert, Jr., APR, CPRC; Virginia Moulton, APR, CPRC; and Kay Bartholomew.

Golden Image Awards

The Golden Image Awards is an annual event that recognizes excellence in public relations at the statewide level. Winners of this prestigious competition demonstrate the very best examples of innovation, planning and design. The Golden Image Awards are distributed at the Golden Image Awards Banquet, which takes place at annual conference.

The following awards are considered part of the Golden Image Awards program: Dick Pope All Florida Golden Image Award, Grand Golden Image Awards, Judges' Awards, Golden Image Awards, Awards of Distinction.

Image Awards

The Image Awards are held at the chapter level. They may be referred to as the local Image Awards or Chapter Image Awards.

Joe Curley Rising Leader Award

The Joe Curley Rising Leader Award identifies and honors up-and-coming individual members that demonstrate emerging leadership traits along with dedicated active involvement in chapter activities.

Each year, the Joe Curley Rising Leader Class is selected. One Joe Curley Rising Leader Class member is selected from each FPRA Chapter. From the class, one Joe Curley Rising Leader Award recipient is chosen.

John W. Dillin Award

Established as the highest, most prestigious award of the Association, it honors the spirit and dedication of FPRA's first president and founder, Lt. Col. John Dillin, and his lifetime of service to and support of the Association. The John W. Dillin Award winner is named annually at the Golden Image Awards.

Member of the Year

This award recognizes one member who has made a significant contribution to the Association through outstanding leadership, demonstrated enthusiasm, extraordinary involvement and loyal support. Member of the Year is typically named at the Golden Image Awards.

Past President's Award

FPRA's Past President's Award recognizes a senior member who has served the Association time and time again, either on the state or chapter level. Despite its name, the recipient of this award does not have to be a past president of the Association, rather a member whose sense of leadership and responsibility cannot be questioned. This award is typically presented at the President's Luncheon.

President's Awards

Each year the Association's president recognizes the accomplishments of chapter leaders. Award categories include Accreditation & Certification, Financial Management, Professional Development and the coveted Chapter President of the Year and Chapter of the Year Awards. The selection of honorees is based on a year's worth of leadership.

President's Awards are presented at the Presidents' Luncheon at the FPRA Annual Conference.

POLICIES AND PROCEDURES

FPRA's policies and procedures guide the State Board as it governs the Association. To establish a new policy or make changes to an existing policy, a recommendation must be made to the state president-elect. The president-elect will present the recommendation to the Executive Committee. If the Executive Committee approves of the proposed policy change, the president-elect will present it to the State Board, which must approve it with a majority vote.

All FPRA members have access to the Association's Policies and Procedures. Visit fpra.org or email state@fpra.org for more information.

ACCREDITATION AND CERTIFICATION

Accredited in Public Relations (APR)

All FPRA members can earn their APR credential, although it is recommended that a PR practitioner have at least five years of experience before sitting for the exam. The exam is administered by the Universal Accreditation Board (UAB).

APR should follow the name of any FPRA member who holds the credential when you refer to that person by his or her full name. Example: John Doe, APR

To maintain an APR credential, one must remain a member of a UAB participating organization including FPRA. Continuing education credits are also required.

Certified Public Relations Counselor (CPRC)

This one-of-a-kind credential was developed to recognize the professional growth and achievement of senior FPRA members who have already earned the APR designation. As such, and they must have at least 10 years of professional practice in public relations before sitting for the exam.

The exam is administered throughout the year, and consists of two sections. Candidates must complete a 14-question written exam with essay topics drawn from case studies. Candidates must give a 20-minute presentation to a panel of certified evaluators, to be followed by a 10-minute Q&A.

For the oral portion of this exam, candidates choose one of several fictitious scenarios that pose a PR challenge for a company or organization and then make a presentation, approximately 20-minutes in length, as if to make a recommendation to the company/organization leadership. Candidates receive the scenarios seven days before their scheduled presentation dates and have that one week to prepare.

Candidates who successfully pass both the written and oral part of the CPRC exam earn the Certified Public Relations Counselor (CPRC) credential. Continued membership in the Florida Public Relations is required to maintain use of the CPRC credential.

CPRC should follow the name of any FPRA member who holds the credential when you refer to that person by his or her full name. Example: Jane Doe, APR, CPRC

MEDIA RELATIONS

All press releases sent on behalf of FPRA or FPRA chapters should adhere to this style guide. If you encounter style-related questions that are not answered in this guide, please refer to the AP Style Guide.

Press releases related to Association-wide news items should be approved by the state vice president of communications and public relations.

Press releases related to chapter news do not need to be approved at the state level, but they should follow the guidelines outlined in this document.

If contacted by a journalist about a breaking news story regarding the public relations profession, members can share their opinions as individuals, not as FPRA spokespeople. Any response on behalf of FPRA or a member using their FPRA affiliation in a response is not permitted without the direction of the state president.

The state president will serve as FPRA's official spokesperson in all matters as they relate to the media.