

About FPRA

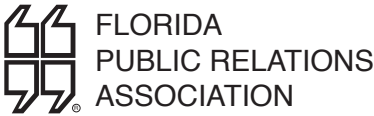
The Florida Public Relations Association (FPRA) is the oldest organization of public relations professionals in the world. FPRA was formed in 1938 by Lt. Col. John W. Dillin, the publicity director for the Miami Beach Chamber of Commerce. Dillin realized there was a need for an organization that would give publicity people opportunities to discuss their challenges and share ideas for how to “do their jobs better.” Thanks to Dillin’s vision, FPRA is a valuable resource for Florida PR practitioners to this day.



FPRA founder
Lt. Col. John W. Dillin

Milestones

- 1939** The first annual meeting was held in St. Augustine. More than 50 publicists attended and voted to form the Florida Association of Publicity Directors and elect Dillin president.
- 1941** The organization’s name was changed to the Florida Publicity and Public Relations Association.
- 1951** Following World War II, the organization repositioned itself, officially dropping the term “publicity” and becoming the **Florida Public Relations Association**.
- 1952** The first written Code of Ethics was adopted.
- 1956** Five local chapters were chartered, with the first being the Gasparilla Chapter in Tampa.
- 1957** An annual awards program began, which has evolved into the Golden Image Awards.
- 1969** The Association grew to 500 members with chapters throughout the state.
- 1974** The Accreditation in Public Relations (APR) and Certified Public Relations Counselor (CPRC) credentialing programs were instituted to distinguish experienced PR practitioners.
- 1982** The “double quote marks” logo was first adopted.
- 1987** Membership topped 1,000 and FPRA successfully defeated a services tax on PR counseling.
- 1992** FPRA was the first PR association in the U.S. to implement an online bulletin board system for communication, the precursor to what is now fpra.org.
- 1998** FPRA worked with PRSA and other PR organizations to form the Universal Accreditation Board and standardize the APR designation and testing process.
- 2005** FPRA and CPRC became registered trademarks.
- 2011** The FPRA logo was updated to its current form.
- 2016** FPRA initiated an intensive, year-long leadership development program, LeadershipFPRA.
- 2020** FPRA has grown to 15 chapters throughout Florida, governed by a State Executive Committee, State Board of Directors and local Chapter Boards of Directors.



The quote marks logo was adopted
by FPRA in 1982.

Join FPRA today!

Local Chapters

FPRA’s network of 15 professional chapters and 13 student chapters are located throughout the state, offering many opportunities to get involved, attend events, discuss career experiences and make connections.



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

941.365.2135

fpra.org



Using a smart phone mobile app,
scan the code to learn more.



AN ASSOCIATION
You Can Count On



Enhancing the Profession since 1938.

After more than 80 years, FPRA is still dedicated to enhancing the profession of public relations
and helping our members “do their jobs better.”

You Can Count on FPRA

As a member of FPRA, you are part of an association you can count on. Our single focus is to ensure public relations professionals are prepared for any communication opportunity or challenge that comes their way.

We deliver on this promise by:

- Providing information and resources you need to do your job
- Connecting you with a professional community that actively helps and support each other
- Delivering programming that builds your skillset and inspires you to deliver compelling content and value to your stakeholders
- Offering leadership and credentialing opportunities that can lead to professional and career growth
- Recognizing and celebrating stand-out professionals and results in our profession

Join FPRA and get involved with your local chapter to access this vibrant statewide association of PR professionals.

FPRA's 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.

What You'll Find at FPRA

Professional Development

Stay informed on the latest topics and trends in the communication field through webinars, meetings, speakers and workshops. FPRA provides virtual and in-person opportunities for learning and professional growth.

Leadership Opportunities

Stretch your wings. FPRA is run by members, so there are numerous opportunities to serve on boards and committees at the chapter and state level. In addition, LeadershipFPRA offers an intensive leadership development program.

Annual Conference

FPRA's Annual Conference is the largest and most anticipated FPRA event of the year. Over four days, the event includes nationally recognized keynote speakers, breakout sessions, networking and social opportunities. FPRA's annual Golden Image Awards Banquet is held at this event and is a highlight of the year for PR professionals in Florida.



Accreditation/Certification

Through two standardized credentialing programs, Accreditation in Public Relations (APR) and Certified Public Relations Counselor (CPRC), FPRA members can demonstrate their professional proficiency and expertise. An APR indicates a public relations practitioner who has the knowledge and ability to perform at an experienced level. FPRA participates with the Universal Accreditation Board (UAB) in preparing APR candidates and facilitating the APR process. The CPRC credential indicates a senior level PR professional who has already earned their APR, has at least 10 years of experience and is qualified to serve as a trusted PR counselor. CPRC designation is only available to FPRA members. Both designations are founded upon a sound body of knowledge and signify a high degree of competence and commitment to the field of public relations.

Professional Recognition

The Golden Image Awards competition recognizes practitioners who have executed outstanding PR tools or programs with demonstrated results. Awards are presented in three divisions and 31 categories, plus a student division, at a gala banquet during the Annual Conference. Chapter Image Awards and state and chapter member awards offer additional opportunities for recognition.

Networking Opportunities

When you join FPRA, you gain a network of colleagues and peers. With members employed in all areas of PR, including government, healthcare, technology, tourism, public utilities, financial, education, corporate, non-profit and agencies, this is a strong network and a valuable resource.



Job Bank

The FPRA Job Bank is exclusively available to members. It is regularly updated to list jobs in public relations, marketing, advertising and communications — sometimes before they are posted elsewhere.

Online Resources

The FPRA website includes a members-only area that provides exclusive access to digital resources, including a Membership Directory, winning Golden Image summaries, industry news, webinars and the FPRA Job Bank. Members also receive a monthly e-newsletter and event invitations.

Counselors' Network

For seasoned professionals, the FPRA Counselors' Network (CN) offers advanced educational opportunities and networking with other experienced PR counselors and practitioners. An exclusive track at Annual Conference allows CN members to have interactive discussion sessions with top speakers. An annual two-day CN Winter Symposium presents advanced topics, sought-after speakers and private field trips. Membership in CN is open to FPRA members in good standing who have earned their CPRC designation.

VISIT [FPRA.ORG](https://www.fpra.org) TO JOIN NOW!