

FPRA

The Florida Public Relations Association is the oldest organization of public relations professionals in the United States. This statewide organization came to life in 1938, founded by Lt. Col. John W. Dillin. Dillin was the publicity director of the Miami Beach Chamber of Commerce when he attended a statewide Chamber meeting. At that meeting, the Chamber executives cut public relations from their program, leaving Dillin outraged. Dillin decided there was a need for an organization where publicity people could get together to discuss their challenges and learn how to do their jobs better.

Dillin invited seven others to join in on the planning. This founding group hosted an “all Florida meeting” in Tampa which attracted more than 50 practitioners. This group voted to form the Florida Association of Publicity Directors. Dillin was elected president.



Founding members of the Florida Association of Publicity Directors, 1939

The first annual meeting was held in St. Augustine and drew representatives of attractions, chambers of commerce, newspapers and radio stations, and advertising and display firms. In 1941, the organization’s name was changed to the Florida Publicity and Public Relations Association.

After World War II, the organization tried to reposition itself. In 1951, the name “publicity” was eliminated and the “public relations” theme

was adopted, resulting in the Florida Public Relations Association. Two years later, FPRA adopted the first written code of ethics for public relations professionals. Five local chapters were chartered in 1956, the first being the Gasparilla Chapter in Tampa.

Chapters were formed throughout the state and, in 1969, membership passed the 500 mark.



*FPRA founder
Lt. Col. John W. Dillin*

In 1974, FPRA instituted professional accreditation and certification. And, in 1987, FPRA fought a services tax on PR counseling. The tax was rescinded.

Today, there are 15 professional chapters located throughout Florida, including: Capital, Central West Coast, Dick Pope/Polk County, Gainesville, Jacksonville, Nature Coast, Northwest Florida Coast, Ocala, Orlando Area, Pensacola, Southwest Florida, Space Coast, Tampa Bay, Treasure Coast, and Volusia/Flagler. Student chapters are at Bethune-Cookman University, Florida Gulf Coast University, Florida Institute of Technology, Florida Southern College, Florida State University, Jacksonville University, Rollins College, Southeastern University, Stetson University, University of Central Florida, University of Tampa, and University of West Florida.

FPRA is governed by a State Executive Committee and Board of Directors and, on the local level, by Chapter Boards of Directors.



1957



1977



The quote marks logo was adopted by FPRA in 1982.

www.fprra.org

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

A WISE INVESTMENT
IN YOUR FUTURE



Enhancing the Profession since 1938.

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.

Member Benefits

Membership in the Florida Public Relations Association provides numerous benefits including:

Professional Development

FPRA's priority is to aid its members by providing chapter development opportunities, helpful professional resources, counseling, and educational seminars and workshops. FPRA hosts an annual conference and publishes information that keeps members informed about the public relations profession.

Leadership Opportunities

FPRA is run by its members. Members can serve on their local chapter board or the state board. There are also a variety of committees, both locally and on a state level, that offer members the opportunity to improve their leadership skills.

Accreditation/Certification

The Florida Public Relations Association provides an opportunity for members to document their professional knowledge and skills through two standardized testing programs. FPRA participates in Universal Accreditation for public relations practitioners. After five years of experience in public relations, members may be ready to sit for the APR (Accredited in Public Relations) exam. FPRA helps members prepare for the exam with local and statewide review sessions. After 10 years of experience, accredited practitioners may further

demonstrate their professional skill by becoming a Certified Public Relations Counselor (CPRC). This credential is only available to FPRA members.

Annual Conference

The FPRA Annual Conference is one of the largest and most anticipated events of the year. The program includes nationally recognized speakers, learning activities, opportunities for networking with other professionals from around the country, installation of state officers and directors, and the Golden Image Awards Banquet. The FPRA Annual Conference is the most highly attended professional development event for public relations practitioners in Florida.

Professional Recognition

The Golden Image Awards competition recognizes those practitioners who have executed outstanding public relations tools or programs. Golden Image Awards, Awards of Distinction, and Judges' Awards are presented in three divisions and 31 categories at the Annual Conference, with an additional division available to students. Local Image Awards competitions and chapter awards offer additional opportunities for recognition.

Networking

Stumped on a project? Need an objective opinion? Looking for computer software that will meet your needs? Searching for a printer who can work within your budget? When you join FPRA, you'll gain a network of hundreds of public relations professionals who are as close as your telephone or e-mail. Members of FPRA are employed in all areas of public relations, including government, healthcare, technology, tourism, public utilities, financial, education, non-profit and agencies. This strong network, both locally and nationally, is a valuable resource.

Professional Resources

FPRA publishes a variety of members-only resources, which help members improve their professional knowledge, including an online Membership Directory, an invaluable networking resource; FPRA White Papers, bimonthly case studies and professional development articles; FPRA e-facts, a bimonthly electronic newsletter; and local chapter newsletters and resources.

Web Site

The FPRA Web site includes general information about the Association, guidelines on how to become a member, and accreditation information. There is also an exclusive members-only area, accessible with a password. To find out about all the upcoming events and read the news section, log onto www.fpra.org.

Job Bank

The job bank is a helpful resource to members of FPRA. Members can access listings on the FPRA Web site in the members-only section. Job listings are regularly updated.

Counselors' Network

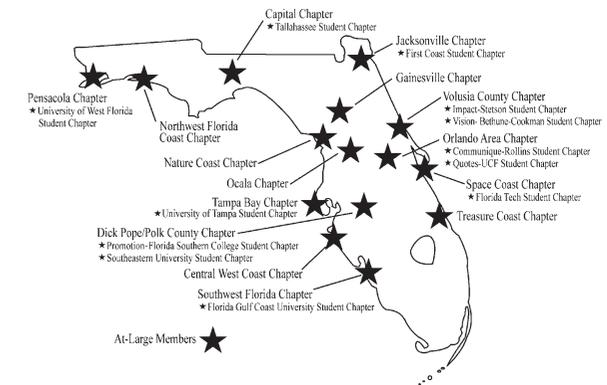
For seasoned professionals, the Florida Public Relations Association's Counselors' Network (CN) offers advanced educational opportunities and a chance to network with other top public relations counselors and practitioners. A special track at the state conference offers members a chance to interact with speakers in small groups. A two-day Winter Symposium, especially for Counselors' Network members, presents top professionals from around the country who speak on advanced topics. Membership in Counselors' Network is open to Certified Public Relations Counselors (CPRC) in good standing of FPRA who are actively engaged in providing counseling services and

who have ten years of public relations experience and at least three years in a counseling capacity.

Local Chapters

The Florida Public Relations Association offers a network of 15 local chapters, conveniently located throughout the state. Local chapters meet regularly to hear timely speakers, exchange career experiences, and conduct general business. Many chapters conduct their own professional development seminars and offer members additional professional resources.

**Make a wise investment
in your future.
Join FPRA today!**



**Contact your local chapter or call the
State Office at 941-365-2135 for
more information.**

