FPRA
Florida Public Relations Association

Return completed application to the FPRA State Office located at:
40 Sarasota Center Blvd., Suite 107, Sarasota, FL 34240
or email to state@fpra.org
or fax to (941) 906-1556.

New Membership Application

YOUR CURRENT RESUME MUST ACCOMPANY THIS APPLICATION

❑ Male ❑ Female Total years of public relations experience_____

The following information is used in establishing your computer database record. Please type or print clearly.

Name: _____

Title: _____

Organization: _____

Nature of organization's business or activity (check one).

❑ Association ❑ Corporate ❑ Counselor ❑ Education ❑ Financial ❑ Agency
❑ Government ❑ Healthcare ❑ Nonprofit ❑ Tourism ❑ Utility ❑ Other

Mailing Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____

Email Address: _____

Chapter (✔check one):
☑ Capital
☑ Central West Coast
☑ Dick Pope/Polk County
☑ Gainesville
☑ Jacksonville
☑ Lake County
☑ Nature Coast
☑ Northwest Florida Coast
☑ Ocala
☑ Orlando Area
☑ Pensacola
☑ Southwest Florida
☑ Space Coast
☑ Tampa Bay
☑ Treasure Coast
☑ Volusia/Flagler
☑ At-Large Member

Attach your current resume to this application. *In depth, professional bios are accepted in lieu of resumes.*

If you spend a substantial portion of your time in one or more of the designated practice areas below, or if you teach/administer a public relations curriculum at an accredited college or university, you are eligible to join FPRA. If unemployed, refer to your most recent position. Practice areas of public relations include:

❑ Community Relations
❑ Consumer Affairs
❑ Corporate Communications
❑ Employee Relations
❑ Financial Communications/Investor Relations
❑ Fund Development/Donor Relations
❑ Institutional/Corporate Advertising
❑ Integrated Marketing Communications
❑ Media Relations
❑ Public Affairs/Government Relations

The following is not required, but does help FPRA with its planning and management efforts.

Year were you born: ❑ 1945 – 1954 ❑ 1955 – 1964 ❑ 1965 – 1974 ❑ 1975 – 1984 ❑ 1985 – 1994 ❑ 1995 – Current

ETHICS

FPRA Code of Ethics

As a member of the Florida Public Association, I subscribe to the belief that inherent in the practice of public relations is the obligation of a public trust which requires of these principles that a mentor shall:

1. Conduct his or her professional life in accord with the public interest.
2. Exemplify high standards of honesty and integrity while carrying out dual obligations to a client or employer and to the democratic process.
3. Deal fairly with the public, with past or present clients or employers and with fellow practitioners, giving due respect to the ideal of free inquiry and to the opinions of others.
4. Adhere to the highest standards of accuracy and truth, avoiding extravagant claims for ideas and words borrowed from others.
5. Not knowingly disseminate false or misleading information and shall act promptly to correct erroneous communications for which he or she is responsible.
6. Not engage in any practice, which has the purpose of corrupting the integrity of channels of communication or the processes of government.
7. Be prepared to identify publicly the name of the client or employer on whose behalf any public communication is made.
8. Not use any individual or organization professing to serve or represent an announced cause, or professing to be independent or unbiased, but actually serving another or undisclosed interest.
9. Not guarantee the achievement of specified results beyond members direct control.
10. Not represent conflicting or competing interests without the express consent of those concerned, given after a full disclosure of the facts.
11. Not place himself or herself in a position where the members personal interest is or may be in conflict with an obligation to an employer or client, or others, without full disclosure of such interests to all involved.
12. Not accept fees, commissions, gifts or any other consideration from anyone except clients or employers.
13. Scrupulously safeguard the confidences and privacy right of present, former, and prospective clients and employers.
14. Not intentionally damage the professional reputation or practice of another practitioner.

Approved in 1987 as proposed by the North American Public Relations Council (NAPRC), replacing the 1959 code of ethics.

MEMBERSHIP CATEGORIES

Voting Membership

Individual Professional: An individual, professionally qualified by education or experience, who devotes at least 50 percent of his or her working time to public relations activities and pays his or her own dues. **The membership belongs to the individual.**

Institutional Professional: An individual professionally qualified by education or experience, who devotes at least 50 percent of his or her working time to public relations activities, and who is representing an organization, corporation, governmental agency or similar institution. **The organization pays the dues and owns the membership.**

Multi-Professional Institutional: Additional members from the same organization, corporation or governmental agency department who are professionally qualified by education or experience, and devote at least 50 percent of their working time to public relations activities. Dues for the first member from an organization are addressed at the institutional professional rate. The organization pays the dues and owns the membership.

Retired Professional Membership: Any professional member who has retired from the full-time practice of public relations for profit and has reached 62 years of age or more shall be eligible for retired professional membership.

Associate: A person professionally or academically qualified for professional membership, but who is temporarily not actively engaged in a public relations profession. **This membership is available for a maximum of one year.**

Student-to-Professional Member Any person professionally qualified by education, who has graduated within the past 12 months from an accredited college or university with a degree in the related field of public relations/communications, devotes at least 50% or more of his/her working time to public relations activities, and pays his/her own dues shall be eligible for the student-to-professional membership. This membership is available for a maximum of one year from date of joining. This membership does include voting rights.

Non-Voting Membership

Allied: Any person, either individual or representative of a firm or corporation, interested in the activities of the Association and in an allied field of the public relations profession, is eligible for allied membership. As with professional memberships, if the individual pays the dues, he or she owns the membership. **If an organization pays, the membership belongs to the organization.**

Student: Full-time students enrolled in accredited institutions of learning and interested in public relations. Student memberships run from September 1 – August 31. **Students are not required to submit a resume; however, it is recommended. Unofficial transcripts may be requested.**

DUES

FPRA New Membership Dues

Member Category (✔ Check your category.)	Your dues amount if you join FPRA between: Nov – Jan	Feb – Apr	May – July ½ year	May – July 1 ½ year	Aug – Oct 1 ¼ year
❑ Individual Professional	$220.00	$175.00	$130.00 or	$330.00*	$265.00*
❑ Institutional Professional	$220.00	$175.00	$130.00 or	$330.00*	$265.00*
❑ Multi-Institutional Professional (first member) Name of First Member: _____	$220.00	$175.00	$130.00 or	$330.00*	$265.00*
❑ Additional Member *(If joining as an additional member, please provide name of first member o n the line above.)*	$210.00	$168.50	$125.00 or	$315.00*	$252.50*
❑ Allied Individual/Institutional	$220.00	$175.00	$130.00 or	$330.00*	$265.00*
❑ **Enter your dues amount here**	_____	_____	_____ or	_____	_____
❑ **Plus $35 processing fee for each new member**	**+$35.00**	**+$35.00**	**+$35.00**		**+$35.00**
Total Amount Enclosed **(Make sure your one-time processing fee is included.)**	_____	_____	_____	_____	_____

The following membership categories do not require a one-time processing fee:

- Associate Membership $70.00 (Membership limited to one year from date of joining.)
- Student Membership $30.00 (Must be a full-time student.)
- Student-to-Professional $85.00
- Retired $20.00 (No longer employed.)

* Memberships expire on October 31, 2017.

CC INFO

Payment

Credit Card: Name on Card:_____ Exp. Date:___ / ____

❑ Visa ❑ MC ❑ Discover ❑ AMEX

Card Number:_____Security code on back/front: _____

Address where statement is received: _____ Zip Code:_____

I hereby apply for membership in the Florida Public Relations Association. I certify that I spend more than 50 percent of my working time in public relations activities. I further pledge, if accepted, to abide by the FPRA Code of Ethics. My payment (check/credit card) for the appropriate amount is included.

Applicant's Signature:_____ Date: _____

Application must include your ❑ **current resume,** ❑ **membership dues and** ❑ **application fee** BEFORE sending to the FPRA State Office. If you have any questions please contact the FPRA State Office at 941-365-2135, or check the FPRA website (fpra.org).

Form updated 8/16