



Application for CPRC Credentialing

The credential of Certified Public Relations Counselor is the second-tier credential offered by the Florida Public Relations Association. The certification process was developed to recognize professional growth and achievement of senior members who have already earned the APR designation.

Candidates for CPRC must be a member of the Florida Public Relations Association and have a minimum of 10 years of professional practice in public relations. For those candidates who pass the CPRC exam, continued membership in FPRA is required to maintain use of the CPRC credential.

The exam, which is administered throughout the year, consists of two components: a written and oral portion. The written part, is comprised of case studies. The oral part of the exam allows the candidate to choose one fictitious scenario, from several provided choices, that poses a PR challenge for a company or organization. The candidate is then required to make a presentation to a panel of certified judges as if to make a recommendation to the company/organization leadership. Presentations are to be approximately 20 minutes in length.

The cost to take the CPRC exam is \$250. To begin the CPRC credentialing process, complete and sign the application below. Your signature signifies your acceptance and understanding of the outlined CPRC requirements.

Name: _____ Title: _____

Organization: _____ Phone: _____

Address: _____ City: _____ State: _____ Zip: _____

Total years of public relations experience: _____

Signed: _____ Date: _____

Application fee enclosed: \$250 check made payable to: FPRA

CPRC Applicant Contact Information Name: _____

Email: _____ Office Telephone: _____ Cell: _____

Check Method of Payment: VISA DISCOVER AMEX MASTERCARD

My card number is: _____ Expiration Date: _____ Security Code: _____

Billing Address (*where card statement is sent*): _____

City: _____ State: _____ Zip: _____



Mail Application To:

FPRA State Office: 40 Sarasota Center Blvd., Ste. 107, Sarasota, FL 34240
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