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## Accredited in Public Relations (APR) Policy

**Date Written/Approved:** May 2000  
**Most Recent Revision/Approval:** February 2017

### Rationale:

Universal Accreditation is a voluntary program that allows a member to demonstrate his or her proficiency in public relations through a standardized computer-based test and oral examination. Successful completion of the exam validates a PR professional's commitment to the field and level of knowledge in public relations practice. The Universal Accreditation Board (UAB) requires that everyone who takes the APR exam be a member of a UAB participating organization.

### Procedure:

1. The UAB administers the exam. Exams use answer keys established by the UAB and are graded by a professional service firm.
2. The exam consists of a computer-based, multiple-choice exam, which follows a Panel Presentation.
3. Members can take the exam throughout the year. Recognition of successful candidates will take place at the FPRA annual conference.
4. Study materials are available through the UAB at [praccreditation.org](http://praccreditation.org). The VP of Accreditation/Certification will work with chapter accreditation chairs to set up local or regional study sessions.
5. All candidates wishing to obtain a rebate must apply through the FPRA State Office after taking the exam.
6. In order for a candidate to receive a rebate from the FPRA State Office, applicants must sit for the APR exam within thirty (30) days of completion of their local chapter study sessions or readiness review.
7. Should a candidate experience extenuating circumstances that prevent him or her from sitting for the exam within 30 days, an extension consideration request must be sent in writing to the State Office for approval no less than 15 days after the deadline. The State Office will contact the candidate by phone and/or email regarding the request once it has been received.
8. Candidates who pass the exam are entitled to use the credentials APR. All candidates will be notified of their status by the UAB approximately two - three weeks after the exam date.
9. The UAB requires membership in at least one of the UAB participating organizations in order to use the APR credential.
10. The UAB requires maintenance in order to retain the credentials. Every three years, candidates will be asked to complete a form reviewing their activities in three areas: continuing education, professionalism and service. There is a fee required along with completing the maintenance procedure.

### Responsibility:

The FPRA Executive Director and the VP of Accreditation/Certification jointly share responsibility for facilitating the APR process to FPRA members. Chapter Accreditation chairs report to the VP of Accreditation/Certification on matters related to their local applicants.

The VP of Accreditation/Certification holds both APR and CPRC credentials, and the chapter chairs are required to have the APR credential. In the absence of a chapter accreditation chair, the VP of Accreditation/Certification will provide support.

# Annual Business Meeting Policy

**Date Written/Approved:** July 1988  
**Most Recent Revision:** May 2001

## **Rationale:**

To cultivate an informed membership and provide a forum for member input, the Association traditionally conducts an Annual Business Meeting held at the annual conference.

## **Procedure:**

The annual Business Meeting should be scheduled within the framework of the conference based on the following considerations:

- The Past Presidents' Council has had prior opportunity to meet. (A report from the council is traditionally presented.)
- Slate of new officers will be presented and voted upon. The installation ceremony for new officers occurs later in the conference.

The agenda for the Annual Business Meeting includes:

- Report from the Past Presidents' Council
- President's Report
- Executive Director Report
- Treasure's Report
- Nominating Committee Report presented by the Immediate Past President (And balloting if a petition has been received at least 10 days prior)
- Bylaw changes requiring ratification
- Other reports as deemed appropriate

## **Responsibility:**

The agenda for the Annual Business meeting is developed by the Executive Director in keeping with requirements of the Bylaws and in consultation with the President.

## **Resources:**

None necessary.

# Annual Conference Policy

**Date Approved:** February 1995

**Date Revised:** February 2017

## Rationale:

FPRA's annual conference provides professional development and networking opportunities for its members, focusing on quality programs while providing venues for the annual business meeting, new leader orientation and awards presentations. Presentations are designed to provide educational opportunities for members at all levels of experience and interest. While the conference's main purpose is professional development, it is also a major income source for the Association, and as such should be approached with a bottom line orientation.

## Procedure:

Major areas of consideration in planning the Annual Conference may include, but are not limited to:

**Site Selection and Coordination:** The Executive Director will negotiate contracts and do all on-site coordination, keeping the VP of Annual Conference apprised of all details.

**Speakers:** The VP of Annual Conference should appoint a Speaker Committee to develop and contact a list of possible speakers who are recommended by members who can vouch for their credibility. FPRA pays no honorariums to speakers, although provisions will be made to cover travel expenses. Every effort should be made to encourage the speakers to pay their own expenses. This committee should also make follow-up arrangements to secure written confirmations as well as bios, topic outlines and plans for travel arrangements when necessary.

**Pre-Conference Seminar:** As a service to members and a valued source of revenue, a pre-conference seminar may be planned to follow a half-day format.

**Promotion:** Conference promotion begins at the previous year's Annual Conference when a date and location are announced. During the year, all members should be provided with information regarding the conference such as flyers, post cards, chapter announcements and on-line reminders.

**Sponsors:** To help underwrite the expense of the conference, benefactors should be secured to sponsor breaks, meals, receptions, etc. In-kind donations are valuable for such items as promotional items, decorations, signs, transportation, etc.

**Registration:** The State Office handles the registration process.

**Optional Outings:** The conference has traditionally offered leisure outings such as a golf or tennis tournament. Participation is optional and not part of the registration cost. The VP of Annual Conference should appoint a chairperson to oversee such events.

**Programming:** The following events time honored traditions and meetings must occur at Annual Conference.

- Executive Committee and State Board Meetings
- Past President's Council Meeting
- Annual Business Meeting to be followed by the APR and CPRC Recognitions
- President's Luncheon (Includes: Chapter Award Recognitions, Joe Curley Rising Leader Recognition, Dillin Dessert Presentation, Passing of the Gavel Ceremony and Leadership FPRA Class – Incoming and Outgoing)
- Golden Image Awards (Includes the Dillin, Doris Fleischman Award and Member of the Year Award Presentations)

## Responsibility:

The Vice President of Annual Conference has the responsibility of appointing and overseeing various committees to plan different aspects of the Annual Conference such as sponsorship and programming. The Executive Director bears the responsibility of being the on-site liaisons to the hotel and will manage the activities of the actual event.

## Resources:

The FPRA Annual Conference is a revenue generating budget line item. Registration fees will be set by the State Board on recommendation of the VP of Annual Conference in advisement with the Executive Director.

# Annual Year-End Summary Policy

**Date Approved:** July 1998  
**Date Revised:** November 2016

## **Rationale:**

Members of the Florida Public Relations Association are entitled to accurate communications about the fiscal status of their organization. It is equally important that major changes and events of the year be chronicled for all members. Therefore, FPRA should provide a year-end summary report to all its members following the end of the fiscal year. Although complete budget against plan reports are provided to the state board, this information may not reach the general membership in all cases. FPRA's State Office should take the initiative for dissemination of this information on an annual basis to all members.

## **Procedure:**

1. Each year the outgoing President should prepare a summary of the year's major events for inclusion in the year-end summary. The State Office should prepare a fiscal report (in the form of a balance sheet). This report does not need to be elaborate. The purpose of the report is to communicate the fiscal status and progress of FPRA to the general membership.
2. The outgoing President will present the year-end summary at Annual Conference. The report will also be sent to the members via eNewsletter soon after the end of the fiscal year. The information should be provided to the VP of Communications in a timely fashion, to meet the production and distribution schedule of the eNewsletter.

## **Responsibility:**

The outgoing President should coordinate this report with the Executive Director as soon as possible at the close of the fiscal year.

## **Resources:**

The report may be included in any FPRA internal communication channels (including online) to reduce costs.

# Association Business Meeting Policy

**Date Approved:** May 2001  
**Date Revised:** November 2018

## **Rationale:**

The Association will hold at least three scheduled meetings each year to conduct the business of the Association. These meetings are held in two-parts: The Executive Committee Meeting and the State Board Meeting.

## **Procedure:**

1. Association meetings will consist of a meeting of the Executive Committee followed by a meeting of the full Board of Directors.
2. The President will set the agenda for these meetings with assistance from the Executive Director and with consideration to issues and recommendations made by the board and the members at large.
3. To ensure the free flow of ideas and candid discussion of sometimes-sensitive topics, the meeting of the Executive Committee is a closed meeting. The Executive Committee, however, may request the presence of members of the board, outside consultants, or representatives of the general membership for input and discussion.
4. Discussions of the Executive Committee may be shared with the State Board of Directors in part or in their entirety.
5. Recommendations of the Executive Committee must be brought to the Board of Directors at the next State Board Meeting for discussion and approval.
6. Decisions of general concern to the Association's membership should be conveyed in writing to the membership.
7. Certain items such as election of officers must be voted on by the general membership, according to the bylaws of the Association.
8. Minutes of the State Board meetings are recorded, distributed and filed by the Executive Director.

## **Responsibility:**

It is the responsibility of the President to preside over all meetings.

## **Resources:**

The Executive Director of the Association assists in planning, implementation and follow-up of all meetings.

# Branding Policy

**Date Approved:** December 2000  
**Date Revised:** September 2011

## Rationale:

The Florida Public Relations Association is an organization dedicated to enhancing the field of public relations in Florida. The organization is comprised of separate chapters throughout the state each of who are part of and build upon the FPRA Brand.

Brand is a term that includes all aspects of the organization's image, from logo design and colors, to programs, marketing, mission and culture. Every communication on behalf of the Association by any individual or chapter contributes to the Florida Public Relations Association brand.

The goal of this branding policy is to ensure the integrity of the FPRA brand. Each member, from the chapter level to the association's Board of Directors should explicitly follow the policies outlined herewith.

## Procedure:

### I. Association Name

1. The name of the organization may be referred to as the Florida Public Relations Association.
2. The Association may be referred to as FPRA in written or verbal communications as long as the Association logo appears or the Association name is referred to in its entirety in the communication.
3. No other term should be made to refer to the association in written or verbal communications.

### II. Logo Usage (See Graphics Standards)

The FPRA quote marks logo should always be followed by a ® symbol.

1. The logo may not be distorted in any way, nor should any type or graphics be placed within the quote marks.
2. When used with the logo, the words "Florida Public Relations Association" should always be typeset in Helvetica normal, all caps, and should fall within the logo parameters shown in Graphic Standards.
3. When displayed in one color, the logo and type should appear either black or reflex blue.
4. When displayed in two colors or more, the quote logo should be printed in Reflex blue and the type should appear in black.
5. If used in a one or two-color piece using colors other than black or reflex blue, logo should be printed in one-color, using the darkest color tone.
6. Logo may be displayed in 100% reverse or screened.
7. The VP of Communications must approve deviations of the standard use of the logo.

### III. Terminology

1. When referring to a member of FPRA's Executive Committee, the person should be referred to as "*Name, Title*, of the "state Association," or "*name, title* of the Florida Public Relations Association," i.e. John McShaffrey, APR, president of the Florida Public Relations Association.
2. When referring to an officer of the local chapter, the person should be referred to as "*Name, title* of the chapter name of FPRA" i.e. John Doe, APR, CPRC, president of the Jacksonville Chapter of the Florida Public Relations Association."

### IV. Event Branding

The following events are branded events of the Florida Public Relations Association and may not be presented in partnership with other organizations.

The chapter may, if they so choose, allow other organizations to sponsor the event as long as FPRA maintains ownership of the event.

- |   |  |
|---|--|
| 1. FPRA Annual Conference                       | 4. Counselors Network                          |
| 2. FPRA Professional Development Seminars       | 5. Certified Public Relations Counselor (CPRC) |
| 3. Golden Image Awards and Chapter Image Awards |  |

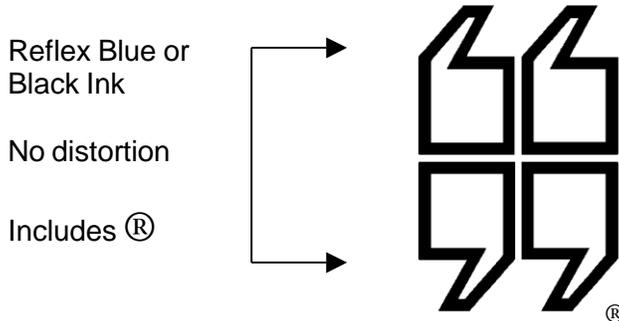
**Responsibility:**

The VP of Communications will be responsible for reviewing the graphic standards and branding policies annually in addition to monitoring communications from each chapter and the state officers to ensure standards are maintained.

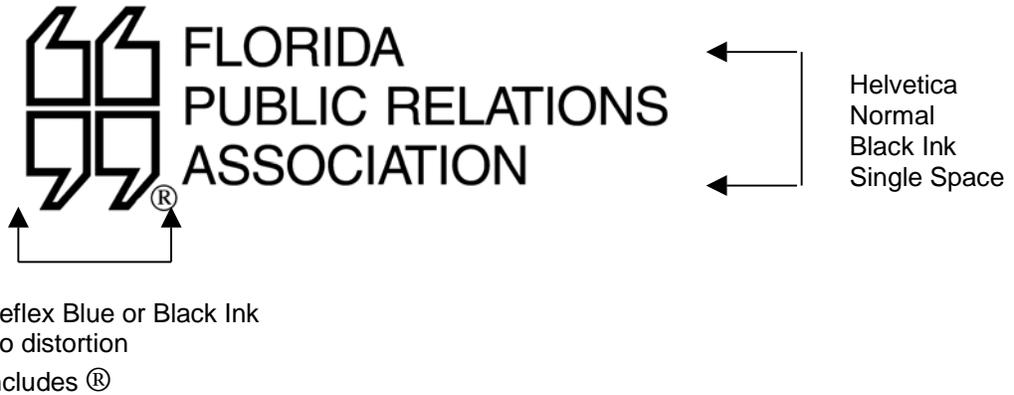
**Resources:**

Graphic standards and branding policies should be provided each year.

**GRAPHIC STANDARDS  
QUOTE MARKS**



**GRAPHIC STANDARDS  
Association Logo Horizontal  
(Preferred Version)**



**CHAPTER LOGO  
GRAPHIC STANDARDS**



**GRAPHIC STANDARDS**  
2011 Association Logo Horizontal  
(Preferred Version)

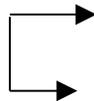


Reflex Blue or Black Ink  
No distortion  
Includes ®

**CHAPTER LOGO**  
**GRAPHIC STANDARDS**



Chapter Name  
Times Roman Italic  
Centered Under logo



*Chapter Name Here*

# Budget Policy

**Date Approved:** February 1995  
**Date Revised:** February 2015

**Rationale:**

Development of an annual Association budget is necessary to provide a business and financial framework for the effective and successful operation of the Association.

**Procedure:**

1. A proposed budget will be developed each year by the Executive Director in coordination with the Vice President of Finance and President.
2. Each Vice President will review his/her section of the budget between the end of the year board meeting (held in conjunction with annual conference) and the Executive Committee Strategic Planning Retreat. Each Vice President will make recommendations for their section based on the previous year's budget and projections for the coming year. Such recommendations will be provided to the Executive Director prior to the retreat.
3. After evaluation and adjustment by the Executive Committee, the budget will be presented electronically to the full board for approval as soon as possible after the Executive Committee Retreat.
4. Quarterly reports will be reviewed at each board meeting allowing for adjustments as needed wherever possible. Any major non-budgeted expenses must have the full approval of the State Board.

**Responsibility:**

It is the responsibility of the Executive Director, Vice President of Finance, and President to develop the Association's yearly budget. Final approval rests with the State Board.

**Resources:**

Development of the budget shall be included in the administrative process.

## Certified Public Relations Counselor (CPRC) Policy

**Date Approved:** February 1999

**Date Revised:** May 2017

### **Rationale:**

The credential of Certified Public Relations Counselor (CPRC) is a second-tier credential exclusively available to members of the Florida Public Relations Association. The certification program is designed to recognize professional growth and achievement of senior members. CPRC will have its own graphic identity apart from Accreditation in Public Relations (APR).

### **Procedure:**

1. Possessing the APR designation through the Universal Accreditation Board is a prerequisite for taking the CPRC exam.
2. Candidates for CPRC must have a minimum of ten years of experience in the public relations field.
3. Members can request to take the exam throughout the year. Recognition of successful candidates will take place at the FPRA annual conference.
4. The exam will have two components: 1. A written exam consisting of case studies; 2. An oral exam requiring a presentation of a prepared case study to a panel of judges. The written and oral exams will be administered on separate days.
5. All exams for CPRC will be graded by public relations professionals who have earned the CPRC credential.
6. The written portion consists of a variety of case studies with an estimated length of time for answering each question. The time estimates range from 15 to 60 minutes. A total of six hours is allotted for the exam. A score of 70% or greater represents a passing score.
7. The written exam will be judged by two CPRC judges. If there is not agreement on pass or fail, a third judge will serve as a tiebreaker.
8. The oral exam consists of a presentation of a case study to a panel of three CPRC judges. Candidates will be asked to choose a fictitious scenario that poses a PR challenge for a company or organization. As a PR counselor would do, the candidate then must plan a strategic solution to the challenge and make a verbal presentation as if to the company/organization leadership. Candidates will receive the scenarios seven days before their scheduled presentation dates and they will have that one week to prepare.
9. After the 20-minute presentation, panelists will ask the candidates questions for about 10 minutes. As is common in our day-to-day work life as PR professionals, the panelists may update the scenario with new information during the Q&A session.
10. Three CPRC panelists will judge the candidate's presentation. A score of 70% or greater represents a passing score. Comments and scoring sheets will be sent to the FPRA State Office upon completion of the exam. Results will be forwarded to the VP of Accreditation/Certification.
11. Candidates must pass both the written and oral portions of the exam to earn the CPRC credential.
12. Candidates may retake the portion that they failed (written or oral). A retake must be completed within 12 months of the original attempt of the CPRC exam. Beyond that date, the original fees will apply.
13. FPRA requires membership in order to use the CPRC credential.

**Responsibility:**

The FPRA Executive Director and the VP of Accreditation/Certification jointly share responsibility for the CPRC program for FPRA. They will work with local Chapter Accreditation & Certification Chairs on matters related to the exam.

**Resources:**

The CPRC program is designed to be self-sufficient. The fees paid by members taking the exam will be used to cover the costs of the program. The current fee for taking the CPRC exam is \$150. There will be no charge for retaking the oral exam and a \$75 charge to retake the written exam. If the testing fee proves to be insufficient, the Executive Committee of FPRA is authorized to increase the fees.

# Chapter Awards Policy

**Date Approved:** July 1988  
**Date Revised:** November 2018

## **Rationale:**

FPRA has traditionally recognized the achievements of chapters throughout the state with an annual chapter awards program, the purpose of which is to both recognize and motivate chapter performance. The awards criteria are established to enable smaller chapters to compete with larger chapters with categories established to permit an objective perspective on performance. Duplicate awards may be made in case of ties.

## **Procedure:**

Each chapter will prepare a Chapter Management Report to be submitted by a predetermined date in June. This report will outline activities in each criteria area used for chapter awards. The report should include activities since the last Chapter Management Report (i.e. one full year).

Premier awards are Chapter of the Year and Chapter President of the Year. Other specific areas of achievement will be recognized according to Chapter Management Report topics as well as others deemed appropriate by the President. These historically have included but are not limited to:

- Membership Development
- Professional Development
- Leadership Development
- Financial Management
- Communications
- Accreditation
- Furthering the Profession

The Chapter Management Report will be returned to the chapter as a chronicle of the chapter's activities for the next chapter administration. The data in these reports may also be reviewed by the President-Elect to aid in the direction of State Office activities and in formulating FPRA's goals for the coming year.

## **Responsibility:**

Chapter awards will be decided by the President who may seek input from the State Office or other sources deemed appropriate.

## **Resources:**

Cost of the awards for this program should be an annual budget item.

## Chapter Year-End Financial Reporting Policy

**Date Written/Approved:** February 2007

**Date Revised/Approved:** February 2015

**Rationale:**

The State Office is responsible for submitting a year-end income tax return every year on behalf of the Florida Public Relations Association.

In an effort to be compliant with federal law, the State Office will include all Chapters' financials in the Association tax return.

**Procedure:**

1. Chapter income/expense reports must coincide with the State Association fiscal year for the purpose of tax filing. As such, income/expense statements from Chapters should include income and expenses for the preceding year from September 1 through August 31.
2. It is expected that Chapters will keep the necessary records for tax reporting continually throughout the year as part of their normal operating procedures. These records consist of income and expense totals arranged by category that would coincide with your annual chapter budget. For instance: income from monthly meetings, special events, and sales; and expenses from chapter meetings, scholarships, reimbursements to board members, supplies, specialty items, and printing.
3. Chapter financial statements including all income and all expenses for the period September 1 through August 31 are to be submitted to the State Office by October 15.
4. There is no requirement for Chapters to match income and expense categories to the existing State Association budget.
5. In addition to income and expenditures, the report must include year-end balances of total assets, including checking accounts, savings accounts and certificates of deposit.
6. A form is provided to Chapters to help in completing the year-end reporting.

**Responsibility:**

The FPRA Chapter Presidents and Chapter Treasurers will share joint responsibility for submitting a detailed income/expense report. The FPRA Executive Director will facilitate the preparation and submission of the federal tax return.

**Resources:**

There are no costs associated with the policy.

**MUST BE TURNED IN TO THE STATE OFFICE  
BY OCTOBER 15<sup>TH</sup>!**

**CHAPTER YEAR-END FINANCIAL REPORTING FORM**  
**YEAR ENDING August 31, \_\_\_\_\_ / Chapter \_\_\_\_\_**

**INCOME**

Accreditation (study sessions) \_\_\_\_\_

Finance (bank interest) \_\_\_\_\_

Image Awards (entry fees, event attendance) \_\_\_\_\_

Membership Rebates \_\_\_\_\_

Monthly Meetings \_\_\_\_\_

Professional Development Seminar (attendance, sponsorships) \_\_\_\_\_

Sales (media directory, promotional items) \_\_\_\_\_

Other \_\_\_\_\_

Other \_\_\_\_\_

Other \_\_\_\_\_

**TOTAL INCOME** \_\_\_\_\_

**EXPENSES**

Accreditation (study sessions, recognition, study materials) \_\_\_\_\_

Board Expenses (awards, meeting room, supplies, postage,  
State board meeting reimbursements, \_\_\_\_\_

Chapter Management (PO Box, telephone line, postage) \_\_\_\_\_

Communication (printing, newsletter, reminder cards) \_\_\_\_\_

Finance (bank fees, checks) \_\_\_\_\_

Image Awards (venue, food, awards, entry printing/mailing,  
decorations, A/V, judging supplies, gifts) \_\_\_\_\_

Internet (domain registration, ISP costs) \_\_\_\_\_

Monthly Meetings (venue, food, speaker gifts, A/V, printing) \_\_\_\_\_

Membership (new member packets/gifts) \_\_\_\_\_

Professional Development Seminar (venue, food, printing,  
postage, A/V, speaker gifts/travel) \_\_\_\_\_

State Annual Conference (sponsorships, scholarships, chapter  
leaders) \_\_\_\_\_

Other \_\_\_\_\_

Other \_\_\_\_\_

Other \_\_\_\_\_

**TOTAL EXPENSE** \_\_\_\_\_

**NET INCOME (LOSS)** \_\_\_\_\_

TOTAL ASSETS (checking, savings, CDs) \_\_\_\_\_

# Conflict of Interest Policy

**Date Written/Approved:** November 2009

**Rationale:**

Proper governance of the Florida Public Relations Association and its chapters depends on the active participation of volunteer board members who freely donate their time and talents for the benefit of our Association and profession. However, this service may occasionally result in situations involving a dual interest that might be interpreted as a conflict of interest. The purpose of this policy is to establish a procedure to address any issues.

FPRA believes that potential conflicts of interest can best be handled through full disclosure of such interests and abstention on any vote where such an interest may be relevant.

Furthermore, no member of the FPRA State or local chapter board or any of its committees shall derive substantial material benefits from participation in the Florida Public Relations Association.

**Procedure:**

1. **Full Disclosure.** Any potential conflict of interest on the part of a state board member, which he or she believes is relevant to a matter before the board, shall be declared and reported to the Association President and the State Office. Any potential conflict of interest on the part of any local chapter board member shall be declared and reported to the Chapter President, Association President and the State Office.
2. **Abstention.** Once a conflict of interest has been declared, the member shall not vote on that matter nor shall the member use their personal influence in any discussion of the matter. However, that member may briefly state his or her position on the matter and answer any pertinent questions as needed.
3. **Disclosure in Minutes.** The minutes of the meeting shall indicate any declarations of potential conflicts of interest and further indicate that the member(s) abstained from voting on the matter.
4. **Confidential Information.** Members shall exercise care not to disclose confidential information acquired in connection with their affiliation with FPRA or use such information that might either be an advantage to the business or personal interests of the responsible individual or be adverse to the interests of FPRA. Members of FPRA are prohibited from selling, renting or trading any FPRA membership list.
5. **Volunteer Service with Other Organizations.** To avoid potential conflicts of interest, no member of an FPRA state or Chapter Board shall simultaneously serve as an officer or board member of a like organization or association which competes with FPRA for members.
6. **Executive Director.** Conflict of Interest is covered in the contract for the Association's paid staff.

**Responsibility:** It is the responsibility of the President, Local Chapter Presidents and Immediate Past-Presidents, and Executive Director to address any conflicts of interest that may occur.

# Counselors' Network Policy

**Date Approved:** February 1995  
**Date Revised:** August 2009

## **Rationale:**

Counselors' Network is a self-sustaining component of the Florida Public Relations Association, which works to advance the professional status and interest of senior level counselors and practitioners and to increase their knowledge and proficiency through program and activities.

## **Procedure:**

Counselors' Network members have two planned meetings each year: a mid-year, two-day educational meeting and a business meeting held during the FPRA Annual Conference. In addition, special sessions for Counselors will be planned at the Annual Conference featuring informal sessions with keynote and general session speakers.

Periodic special reports may be issued relative to topical events as Counselors seek to share expertise and opinions on issues. In addition, Counselors' Network members form the nucleus of a statewide Speakers Bureau as a resource to FPRA Chapters.

## **Eligibility in Counselors' Network includes:**

- FPRA member in good standing.
- Accredited by a UAB member organization.
- Have Certified Public Relations Counselor credential (CPRC)
- Actively engaged in providing counseling either as a full-time principal, officer, partner or employee of a public relations firm, corporation, organization or agency.
- Ten year's public relations experience with at least three years in a counseling role.

## **Responsibility:**

Counselors' Network elects a Chair who sits as a member of the FPRA Executive Committee as well as coordinates all Counselors' Network events. Other officers include a Vice-Chair, Secretary/Treasurer and three Director(s).

## **Resources:**

Primary sources of income are dues and mid-year meeting registration fees. In addition, sponsorships may be solicited to underwrite meeting costs.

# Discrimination and Harassment Policy

**Date Approved:** May 12, 2007

**Rationale:**

It is the goal of The Florida Public Relations Association to provide its members a professional environment free from discrimination and harassment.

**Procedure:**

This policy encompasses any verbal or physical harassment of another regarding their age, sex, marital status, religion, race, national origin, physical or mental handicap, or on the basis of any other characteristic protected by state or federal law. It also encompasses harassment which is made a condition of membership, used as a basis for membership decisions, or has the purpose or effect of unreasonably interfering with an individual's participation in the Association or creating an intimidating, hostile, or offensive professional environment.

With regard to the issue of sexual harassment, any such action is forbidden by members of the Florida Public Relations Association. In general, sexual harassment occurs when any representative:

- Requests dates, sexual favors, or other verbal or physical conduct of a sexual nature as a condition of membership or used as the basis for membership decisions.
- Fosters an intimidating, offensive, or hostile environment, which is created by unwelcome sexual advances, offensive jokes, or other offensive verbal and physical behavior.

**Responsibility:**

The Bylaws of the Florida Public Relations Association further address this issue in Article III, Section 6. While FPRA cannot take legal action in such cases, harassment of any kind will not be tolerated. If substantiated, membership may be revoked.

Should a question arise concerning a claim of discrimination or harassment, FPRA members should seek guidance in the following manner:

1. The claim should be first taken to the local Chapter President. If the Chapter President is the reason for the claim, the claim should be forwarded directly to the State President.
2. All reports of possible breaches of this policy will be treated in confidence as much as FPRA's duty to investigate and the law will allow (if confidentiality cannot be maintained, the individual disclosing the possible breach will be notified).
3. The Chapter President will be responsible for looking into the claim further to determine the validity of the claim and will provide the most complete information directly to the Chapter Liaison.
4. If warranted, the Chapter Liaison will bring the issue to the attention of the State President and Executive Director regarding the claim.
5. Retaliation against a person who reports a breach will be treated as an independent breach of the policy, and is expressly forbidden.

# Doris Fleischman Award Policy

**Date Approved:** May 1994  
**Date Revised:** November 2018

## Rationale:

The Doris Fleischman Award is intended to honor the heretofore-unrecognized contributions an individual FPRA member has made to the public relations profession and/or to FPRA. In essence, this is an “unsung” hero award intended to reward that individual who consistently provides support and assistance to the Association.

The award was established to honor the achievements and contributions of Doris Fleischman, business partner and wife of Edward L. Bernays, the “father” of public relations. It honors those FPRA members who, like Ms. Fleischman, make contributions to the field of public relations through consistent, tireless efforts. It is meant to honor a member for his/her “behind the scenes” work and FPRA volunteer efforts that go unnoticed by chapter members and are not recognized by other awards programs.

Every professional member of FPRA, as defined by the Association’s membership categories, who meets the award criteria (Procedure 3) and whose membership is active as of the nomination deadline is eligible with the exception of members of the Executive Committee, the State Board and the Award Selection Committee.

## Procedure:

1. Nomination information will be sent by the FPRA State Office to each FPRA chapter no later than February 1.
2. Nominations must include a double-spaced, typewritten rationale with specific examples addressing why the nominee should receive the award.
3. Nominees must be a current member of the chapter and a member of FPRA for a minimum of two years prior to nomination. Nominations should spell out the role the chapter member has played in serving on committees, developing programs, handling activities, serving as a Board member, etc. An FPRA summary of activities should be included with the nomination.
4. All nominations and a recommendation will be presented to the FPRA Board of Directors at the May State Board Meeting. Nominations must be approved by a two-thirds majority of the State Board at which a quorum is present.
5. Nominations not selected to receive the Doris Fleischman Award will be saved and rolled over for consideration by the following year’s Award Selection Committee.

## Responsibility:

The Award Selection Committee shall be composed of the current FPRA President, Immediate Past President, current President-Elect, a member of the current State Board and an FPRA member in good standing, who is not currently serving on the State Board. The Immediate Past President shall serve as chair of the committee.

## Resources:

The Doris Fleischman Award is part of the President's Award budget line item.

# Fiscal Responsibility Policy

**Date Approved:** February 1995  
**Date Revised:** May 2001

## Rationale:

This policy is designed to ensure the ongoing financial stability of the Association through implementation of basic fiscal guidelines.

## Procedure:

1. Each Vice President shall develop and maintain a budget for his/her area of responsibility, based upon guidelines available from the State Office. Using actual figures, these budgets should be reviewed and revised during the year.
2. The Executive Director or State Board must preapprove expenditures in excess of \$500.
3. The Executive Director is the only individual authorized to enter into contracts on behalf of FPRA. He or she may delegate this authority to members of the Executive Committee for specific functions. Contracts falling outside the functions outlined in the Executive Director management contract must be reviewed by the Executive Committee prior to their execution.
4. Certain expenses are reimbursable if Executive Committee members or their companies are unable to pay for these items. Vice Presidents requiring reimbursement must submit an estimate of the proposed expenditure to the Executive Director before the expenditure is made. Examples of reimbursable items include such things as mailing costs, printing, typesetting and copying, allowable at the discretion of the Executive Director. The use of businesses possessing resources to donate these services is strongly encouraged.
5. To receive reimbursement for allowable expenses, members must complete an expense report and attach all receipts and mail it to the State Office. (Expense reports are available at the State Office.)
6. Prior to purchasing supplies or services for the Association, Executive Committee members must first check with the State Office to determine if there is a preferred provider.
7. FPRA does not pay honorariums for speakers; however, on occasions, FPRA member companies may elect to sponsor speakers.
8. FPRA may provide travel for speakers to and from state sponsored events such as Annual Conference and Counselors' Network Mid-Year Meeting. When the Association provides air travel it will be at the lowest possible rate.
9. The receipt of in-kind services helps FPRA remain solvent. Trade arrangements for in-kind donations should be explored whenever possible. The Executive Director must be consulted before a member "trades" FPRA services (conference registration, comp rooms at conference, ads on FPRA website or FPRA membership) in advance of any agreement.
10. The President must sign off on all invoices payable to the Executive Director for contracted services.

## Responsibility:

Responsibility for administering the overall Association budget rests in the hands of the Executive Director. It is the responsibility of each Vice President, however, to conduct his or her duties in the most cost effective manner possible, in accordance with the Fiscal Responsibility policy.

## Budget:

None required.

# Golden Image Awards Policy

**Date Approved:** June 1989  
**Date Revised:** November 2018

## Rationale:

The FPRA Golden Image Awards competition is conducted annually on a statewide level to recognize outstanding public relations programs and to encourage and to promote the development of public relations professionalism in our state. To qualify for judging, an entry must incorporate sound public relations principles, meeting the highest standards of production, execution and evaluation of results and budget.

## Procedure:

1. A Call for Entries (CFE) must be produced adhering to the Association's Golden Image Awards rules, regulations and procedures. The CFE must state that the decision of the judges is final. Disqualifying entries is necessary when an entry does not meet the CFE. The CFE must also state that all award-winning two-page summaries will be available online for review in the members' only section of the FPRA website.
2. Golden Image judges are to be selected based on experience and expertise. They must be Accredited in Public Relations (APR) and have won an award in the Golden Image Awards competition or similar awards program.
3. At a minimum, three judges will be selected for each Division and its Categories. Entries in any given Division and its Categories will be assigned to the same set of judges so that competing entries share the same judges.
4. The VP of Golden Image with the support of the Association's Executive Director is responsible for reviewing the rules, regulations and Golden Image process with all Golden Image judges.
5. Judges' decisions should be made in good faith, providing constructive comments to entrants. Comments for scores in the range of fair to poor require a judge to provide rationale based on industrywide accepted standards, not opinion.
6. Awards are to be designated by the assigned judging team. Facilitating this process is the VP of Golden Image with the support of the Executive Director. Award assignments are to be done via telecons with each judging team having access to the set of scores assigned per entry with the posted average.
7. Multiple judging teams, each responsible for different Divisions and Categories, will need to convene via telecon when designating the Dick Pope All Florida Grand Award for Division A and the Grands for Divisions B and C. This will require the judges to review entries not originally assigned.
8. Awards are announced and presented at the Golden Image Awards ceremony at Annual Conference.

## Responsibility:

The Vice President of Golden Image will be responsible for overseeing all aspects of the Golden Image Awards competition in conjunction with the President and the Executive Director. He/she will act as advisor of the local Image Awards chairs.

## Resources:

Entry fees will be determined by the State Board of Directors. Entry fees categories include FPRA members, multiple entries for members, non-FPRA members, student FPRA members and student non-members.

## Image Awards Policy

**Date Approved:** May 2018

### **Rationale:**

The Florida Public Relations Association (FPRA) Image Awards competition is the precursor to FPRA's Golden Image Awards. The Image Awards competition provides PR practitioners an excellent platform to be recognized in their home markets for their outstanding public relations tools and programs.

The Image Awards also works to give entrants insights for entering their work, if they choose, into FPRA's statewide Golden Image Awards competition. The Image Awards competition mirrors the Golden Image Awards, but is held on a local level, as opposed to statewide.

### **Procedure:**

1. A Call for Entries (CFE) must be produced adhering to the Association's Golden Image Awards rules, regulations and procedures. The CFE must state that the decision of the judges is final. Disqualifying entries is necessary when an entry does not meet the CFE requirements.
2. All Image entries must be submitted via FPRA's online Image Awards platform to be considered as an official Image Award entry.
3. Image judges are to be selected based on experience and expertise. It is strongly encouraged that they be Accredited in Public Relations (APR). It is required that all Image judges have either won an Image and/or Golden Image award.
4. At a minimum, three judges will be selected for each Division and its Categories. Judging assignments of any given Division and its Categories will be assigned to the same set of judges so that competing entries share the same judges.
5. The VP of Golden Image with the support of the Association's Executive Director is responsible for reviewing the rules, regulations and Image Awards process with all chapter Image chairs.
6. Chapter Image chairs are responsible for overseeing the Image Awards judging process as prescribed by FPRA's Official Image Awards Guidelines.
7. Awards are to be designated by the assigned chapter judging teams. Facilitating this process is the chapter Image chair. Award assignments are to be done in person or via telecon with each judging team having access to the set of scores assigned per entry with the posted average.
8. Chapter Image chairs must order their chapter's Image Awards from the FPRA State Office.
9. Awards are announced and presented at the chapter level.

### **Responsibility:**

Chapter Image chairs are responsible for overseeing all aspects of their chapter's Image Awards program. Supporting the Image chairs is the Vice President of Golden Image and FPRA's Executive Director.

### **Resources:**

Entry fees will be determined by each chapter's board. Entry fee categories include FPRA members, multiple entries for members, non-FPRA members, student FPRA members and student non-members.

# Joe Curley Rising Leader Award Policy

Date Approved: March 2010  
Date Revised: September 2017

## Rationale:

The Joe Curley Rising Leader Award is intended to identify and honor up-and-coming individual FPRA members who demonstrate emerging leadership traits along with dedicated, active involvement in FPRA Chapter activities, programs, functions and events. The goal of the award is to help recognize personal dedication and engagement of members with two to five years of membership, and to help build a healthy leadership stream at the local chapter level.

The honor includes a \$500 cash award and a \$1,000 FPRA state credit that the winner can use at his or her discretion for state professional development seminars, workshops, or Annual Conference (and for costs associated with conference.) All finalists for the award also receive a \$150 professional development scholarship fund credit that can be used for professional development, which includes FPRA membership, the APR study course and exam and FPRA Annual Conference, and a certificate naming them as part of that year's "Rising Leader Class."

Three scholarships will also be made available to members of the current year's Joe Curley Rising Leader Class. First, a scholarship to participate in the current year's LeadershipFPRA class will be provided to one Rising Leader Class member. This scholarship will also include a \$500 stipend for travel costs associated with the LeadershipFPRA Program. The scholarship will be determined by invitation, and the formal selection criteria of the LeadershipFPRA Program.

Scholarships will also be made available to current year Rising Leader Class members to achieve their APR (1 scholarship) or their CPRC (1 scholarship). Selections will be made via Joe Curley Rising Leader Award applications as reviewed by the Rising Leader Award selection committee.

## Procedure:

1. This is a self-nominated or chapter board nominated process. Nomination forms and instructions will be sent to all FPRA members via email in March of each year. Information will also be included in E-Facts. Nominees must be a current member of the chapter and a member of FPRA for a minimum of two years prior to nomination. Nominees must complete the nomination form and submit it, along with an updated resume and a professional headshot, to their Chapter President for consideration by March 31. Nominations will spell out the role the individual has played in serving the local chapter on committees, developing programs, handling activities, serving as a local board member, etc. Nominees will also be asked to indicate on their application their interest in applying for the APR or CPRC scholarship available to them via the Joe Curley Professional Development Fund. If a chapter doesn't receive any self-nominations, the chapter board may choose a nominee.
2. Each local chapter board will review all nominations received at one of their scheduled meetings in April and select one representative from their chapter as their "Rising Leader Honoree" for that year. Once identified, the honoree's nomination, resume and headshot, along with additional comments the local chapter board wishes to provide as back up to the nomination, should be submitted to the Florida Public Relations Education Foundation Chair (FPREF) by April 30.
3. Once the annual Joe Curley Rising Leader Class has been selected, all members of the current year's Rising Leader Class will be invited to apply to the current year's LeadershipFPRA Program. The VP of LeadershipFPRA and the LeadershipFPRA Advisory Committee will make the selection based on criteria for admission into LeadershipFPRA and notify the FPREF Chair. The announcement of the JCRLA LeadershipFPRA Scholarship would be announced via the FPRA monthly e-newsletter and when the new year's LeadershipFPRA class is presented at Annual Conference.

4. The FPREF Chair will convene a selection committee to review the applications and select a finalist for the JCRLA and the APR/CPRC scholarships. The FPREF Chair will present the selection committee's recommendation to the Foundation Board for approval by a 2/3 vote via telecom or email in May. The award selection will be kept secret from the recipient(s). However, notification will be given to the recipient's Chapter President so that the honoree can be encouraged to attend Annual Conference or attend the Presidents' Luncheon at Annual Conference.
5. The FPREF Chair will work closely with the FPRA State Office to create the "Rising Leader Class of" roster that will include all chapter nominees. This list will be used to develop promotion of the award, the efforts of each of the nominees as "emerging leaders" and the award announcement at the state conference during the Presidents' Luncheon. All nominees will be encouraged to attend the Annual Conference so that they can be recognized as a group, and to help celebrate the recipient. The nominees' local chapter leadership should consider, given the chapter has adequate funds, paying for their nominee's attendance at Annual Conference.
6. The final announcement of the Joe Curley Rising Leader Award winner, the LeadershipFPRA Program scholarship and the APR/CPRC scholarships will be made during the Presidents' Luncheon by the FPREF Chair, Joe Curley, APR, CPRC, or designee.

**Responsibility:**

The Award Selection Committee shall be formed and chaired by the FPREF Foundation Chair. The FPREF Foundation Chair will work closely with the VP of LeadershipFPRA in regard to the selection process for the annual leadership class participation scholarship.

**Resources:**

Funding from Joe Curley, APR, CPRC, through the Joe Curley Professional Development Fund

# John Dillin Award Policy

**Date Approved:** July 1988  
**Date Revised:** November 2018

## **Rationale:**

The John Dillin Professional Award for service to the Florida Public Relations Association has been established as the highest, most prestigious award of the Association. The award 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 purpose of the annual award is to recognize an FPRA member for his/her outstanding contribution to the Association and the field of public relations. The award is presented at FPRA's Annual Conference.

## **Procedure:**

1. Every professional member of the Florida Public Relations Association, as defined by the Association's membership categories, who meets the award criteria and whose membership is active as of the nomination deadline is eligible to be nominated with the exception of members of the current Executive Committee, Award Selection Committee and State Board of Director(s).
2. Nomination information will be sent by the FPRA State Office to each FPRA chapter no later than February 1.
3. The Award Selection Committee will present a recommendation to FPRA's Board of Director(s) for a vote at the May State Board Meeting. A nomination must be approved by a two-thirds majority by FPRA's Board of Directors at which a quorum is present.
4. Nominations must be made in a double-spaced, written format including specific rationale addressing why the nominee should receive this award according to the following award criteria:
  - a. Nominee must have been an FPRA member for a minimum of 10 years;
  - b. Nominee must have made outstanding and long lasting contribution to FPRA and to the public relations profession in ways other than as an FPRA officer;
  - c. Nominee does not have to have served as an officer of FPRA.
5. The award recipient will be notified by the Award Selection Committee Chair following the May State Board Meeting in order to give the recipient sufficient notice to receive his/her award at the Annual Conference. Notification can be in the form of a surprise celebration spearheaded by the Award Selection Committee Chair. It is recommended that the nominator of the award recipient be involved with the award notification.
6. Nominations not selected to receive the Doris Fleischman Award will be saved and rolled over for consideration by the following year's Award Selection Committee.

## **Responsibility:**

The Award Selection Committee shall be composed of the President, Immediate Past President, President-Elect, a member of the State Board and an FPRA member in good standing, who is not currently serving on the State Board. The Immediate Past President shall serve as chair of the committee.

## **Resources:**

The John Dillin Award is part of the President's Award budget item.

# LeadershipFPRA Policy

**Date Approved:** May 2017  
**Date Revised:** November 2018

## Rationale:

A leadership program designed to provide our members with the tools they need to become leaders in their organizations and communities and FPRA.

## Procedure:

1. LeadershipFPRA Program
  - a. Program will run from Annual Conference (Orientation) to Annual Conference the following year (Graduation).
  - b. Program will consist of no more than 21 participants annually.
  - c. Five (5) Leadership Sessions held over 12 months.
    - i. One session tied into CN Winter Symposium.
    - ii. Graduation tied into Annual Conference.
  - d. Participants are required to attend the entire orientation and cannot miss more than one (1) session over the course of the program.
    - i. If more than one (1) session is missed the participant's continuation in the program will be reviewed and determined by the LeadershipFPRA Committee. If removed from the program no reimbursement of tuition will be granted.
2. Selection of Applicants
  - a. The LeadershipFPRA committee will review all applications and choose the most qualified applicants, with the goal of creating a class representative of diverse professional tenure, geography, age, race, gender and ethnicity.
3. Tuition
  - a. Program tuition includes session / program related costs. It does not include hotel and transportation costs.
    - i. Tuition can be paid in full at the time of acceptance into the program or the following payment plan may be utilized.
      1. First payment of 2/3 total tuition due at time of acceptance into the program.
      2. The remaining 1/3 is due no later than December 31.
  - b. Tuition should be reviewed on an annual basis by the LeadershipFPRA committee and any recommendations for a change in tuition should be submitted to the FPRA State President no later than the second quarterly board meeting.
    - i. Change in tuition requires approval from the State Board.
4. LeadershipFPRA Committee
  - a. The LeadershipFPRA chair, in partnership with the State President, will appoint up to six (6) additional members to the LeadershipFPRA Committee including a LeadershipFPRA chair-elect.
    - i. It is recommended that graduates of the LeadershipFPRA program participate on the committee.
  - b. Ex-officio members of the committee will include the President-Elect, President and VP of Finance of FPRA.
  - c. Duties of the Committee include:
    - i. Actively planning for the future, coordinating, monitoring and strengthening programs and services, determining which programs are consistent with LeadershipFPRA's mission and helping to ensure fiscal responsibility for LeadershipFPRA.
    - ii. Attending scheduled committee meetings, special meetings and any periodic meetings scheduled. Committee members can miss no more than four meetings annually.
    - iii. Monitoring financial condition of LeadershipFPRA to ensure sound recommendations are presented to FPRA State Executive Committee and Board of Directors.
    - iv. Other duties assigned by the VP of LeadershipFPRA.

## Responsibility:

LeadershipFPRA chair, with the assistance of the LeadershipFPRA Committee.

## Resources:

None required.

# Life Members Policy

**Date Approved:** December 2001  
**Date Revised:** February 2002

## **Rationale:**

Any member of the Association who has demonstrated extraordinary service to the profession and the Association at both the state and local level, and who, throughout their career has contributed to the careers of others for the advancement of the profession is eligible for life membership. Life membership is considered among the highest, most prestigious honors awarded by the Association and is reserved for those rare individuals who have contributed unyieldingly to the Association. It follows closely behind the Lt. Col. John Dillin Lifetime Achievement Award.

Life members shall not be liable for dues or assessments. (Article III, Section 2c)

## **Procedure:**

1. A nomination to award life membership:
  - a. Can be made by any voting member in good standing; and
  - b. Must have been approved by the Chapter Board.
2. Nominations from members-at-large shall be sent directly to the Immediate Past President.
3. Nominations will be reviewed by the Past Presidents' Council, which will render a recommendation whether or not to award life membership prior to the third state board meeting. Recommendations from the Past Presidents' Council for life membership must be followed by a unanimous vote of both the Board of Directors and membership present at any regular meeting.

## **Responsibility:**

The Past Presidents' Council is responsible for reviewing nominations and making recommendations. Final responsibility for approval lies with the State Board.

## **Resources:**

None required.

# Management Review Policy

**Date Approved:** February 1995  
**Date Revised:** November 2018

## **Rationale:**

The purpose of the Management Review Process is to annually evaluate the performance of the contracted management firm. During this process, it is the intent of the Executive Committee to provide support and guidance to the managing staff and to review contract obligations and determine whether or not contract terms need to be renegotiated.

## **Procedure:**

Between the end of Annual Conference and prior to the Executive Committee Retreat, the Management Review Committee will review the performance and base fee of the management team as well as the goals and objectives set for the management staff that are consistent with FPRA's Strategic Plan. Staff will have the opportunity to participate in the review process by providing verbal and/or written feedback regarding the goals and objectives. The management agreement will be updated each year and signed by the President and staff at the close of the review process.

The outcome will be summarized for the Executive Committee at the Strategic Planning Retreat. In keeping with the management agreement, any recommended increases in management fees and budget adjustments will be made at this time.

## **Responsibility:**

The outgoing President shall chair the Management Review Committee to consist of the incoming President, President-Elect and one member of the Executive Committee to be appointed by the outgoing President as an at-large member of the committee. This selection provides for a three-year span of leadership to lend perspective and maintain continuity.

## **Resources:**

None required.

# Media Response Policy

**Date Approved:** August 2005  
**Date Revised:** November 2018

## **Rationale:**

In recent years, the public relations profession has come under attack in a variety of articles and publications throughout the state. The Counselors' Network of the Florida Public Relations Association discussed the importance of responding and taking a stance on behalf of the profession.

As a State Association, FPRA is well positioned to serve as the united voice for the profession throughout Florida. By creating this policy and the media advisory panel, FPRA stands poised to respond in a unified, rapid and strategic way as various articles and issues present themselves.

If any articles or issues require a response, the President shall serve as the spokesperson for the Association, or designee, as the local spokesperson. As with any situation, an FPRA member may respond to anything they choose as a private individual. However, any response on behalf of FPRA or a member using their FPRA affiliation in a response is not permitted without the direction of the President.

## **Procedure:**

1. Once an article or issue has been identified by a Chapter or individual FPRA member, it needs to be sent to the President and President-Elect for further evaluation and decision about a response.
2. The President will forward the information to the Vice President of Communications and Public Relations and the media advisory panel.
3. A media advisory panel will review the article or issue and make a recommendation for the response strategy to the President within a timely manner. The President shall appoint the members of the media advisory panel following Annual Conference. The media advisory panel will serve for one year.
4. An e-mail also will be sent to the general membership to ensure members are aware of the article or issue.
5. Final decision authority regarding the response strategy lies with the President, Counselors' Network Chair and the Vice President of Communications and Public Relations.
6. The President, Counselors' Network Chair and the Vice President of Communications and Public Relations will review the recommendation and determine if a response is needed.
7. If a response is needed, the President with input from the Vice President of Communications and Public Relations will draft a response based on the key messages. If a verbal response is required, the President will serve as the spokesperson for the Association.
8. Once a response is given to a media outlet, the response will be sent to the general membership for information only, not for further response.

## **Responsibility:**

The FPRA President, Counselors' Network Chair and the Vice President of Communications and Public Relations are responsible for the final review and approval regarding any strategy and response verbiage.

## **Resources:**

None necessary.

## Member of the Year Award Policy

**Date Approved:** February 1995  
**Date Revised:** May 2001

**Rationale:**

The Florida Public Relations Association Member of the Year Award is intended to recognize one member who has made a significant contribution to the Association through outstanding leadership, demonstrated enthusiasm, extraordinary involvement and loyal support.

**Procedure:**

The President develops a list of possible candidates, reviewing their contributions to FPRA particularly during the previous year, narrowing the choices in consultation with the Executive Director or others whom may have input. The presentation of the Member of the Year Award is made at the Annual Conference's Golden Image Awards Banquet, and is not disclosed in advance.

**Responsibility:**

Selecting the FPRA Member of the Year is the responsibility of the President.

**Resources:**

The cost is covered in the President's awards budget line item.

# Membership Approval Policy

**Date Approved:** November 2008

**Date Revised:** November 2018

**Rationale:** To clarify the membership application/approval process.

## Procedure:

1. Inquiries for membership may occur from the FPRA website, chapter events, solicitation from chapter members, etc. Once inquiries are made, the Chapter Membership Chair should follow-up as soon as possible with an application and membership brochure. The membership application is available in both an electronic and printed format. Membership applications must be submitted online or sent to the State Office via email, mail or fax.
2. A membership application is not considered complete unless it contains **ALL** of the following:
  - a. Completed application form
  - b. Current resume or brief in-depth professional biography
  - c. Membership dues (including processing fee)
3. Once a person interested in FPRA membership submits their application to the State Office, the following approval procedure must be followed:
  - a. The State Office will verify the application is complete and the proper dues have been submitted (including processing fee). The State Office will also confirm the correct membership category has been chosen.
  - b. Once the application has been verified as complete, the State Office will process the application and notify the Chapter's Membership Chair and President within 10 business days. If the application is not approved, the State Office must let the applicant know and, if applicable, assist them in reapplying.

**Transfer of Membership:** The procedure for transferring a membership from one chapter to another is outlined in the FPRA Transfer of Membership Policy.

**Responsibility:** The State Office processes the membership application.

**Resources:** Membership application processing by the State Office is covered by the annual FPRA budget.

# Membership Database Confidentiality Policy

**Date Approved:** August 2003  
**Date Revised:** November 2015

**Rationale:**

To ensure confidentiality of Association members' professional information, FPRA will not share its database with other persons or organizations.

**Procedure:**

1. Work and contact information of FPRA members is maintained on a database in the State Office. This information is used by FPRA for communication purposes within the organization and is accessible for members.
2. Should the State Office receive requests for a database of FPRA members (including for the use of other professional organizations' mailings), the request will be denied. Should there be unusual reasons or extenuating circumstances as to why the database should be released, the Executive Director shall bring those requests before the Executive Committee for consideration at the next regularly scheduled meeting.
3. The Executive Committee has the final decision for approving or rejecting requests for the FPRA database.

**Responsibility:**

The responsibility for maintaining the membership database confidentiality is the Executive Director.

**Resources:**

None

## Membership Dues and Categories Review Policy

**Date Approved:** November 2009  
**Date Revised:** November 2018

### Rationale:

To ensure that membership categories reflect the needs of members and that membership dues are appropriate to meet the Association's budgetary requirements.

### Procedure:

1. The President-Elect shall chair a committee comprised of the President, Vice President of Finance, Vice President of Membership, the Executive Director, and one non-officer member of the State Board. The committee shall conduct an annual review of the Association's membership and classifications prior to the first quarterly State Board meeting. The committee shall consider whether existing categories/types of membership meet both the needs of the members and the Association. The review should consider such information as member feedback, survey data and comparisons with other like Associations.
2. The annual dues charged in each membership category will also be reviewed to determine continued appropriateness and feasibility. Considerations should include the Association's annual budget requirements, projections of new members and projections of membership renewals. Membership dues and benefits of other like Associations also should be reviewed.
3. If the review determines that membership dues should increase the President-Elect shall recommend to the Executive Committee a proposal and justification for an increase based on the committee's review of expenses, growth projections, etc. Upon approval by the Executive Committee the proposal must be approved by the State Board. At any given review period the State Board may vote to waive the increase.
4. The President-Elect shall present the review committee's recommendations to the Executive Committee by the February meeting of the Executive Committee. A recommendation of the Executive Committee will then be made to the State Board for approval. An announcement of any dues increase shall occur a minimum of six months prior to start of the next renewal cycle.

### Membership Categories:

- **Voting Membership Categories:** The following membership classes shall have a vote and be eligible to hold office in the Association
  - **Professional Membership:** Any person professionally qualified, by education or experience, and who devotes at least 50% or more of his or her working time to public relations activities, shall be eligible for professional membership. This class includes members participating under the Multiple Professional dues structure.
  - **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 or has been granted special consideration by the Executive Director and the President, shall be eligible for retired professional membership.
  - **Life Membership:** Any member of the Association who has demonstrated extraordinary service to the profession and the Association at both the state and local level, upon the recommendation of the Past President's Council to the Board of Directors, followed by unanimous vote of both the Board and the membership present at any regular meeting, shall be eligible for life membership. Life members shall not be liable for dues or assessments.
  - **Associate Membership:** A person professionally or academically qualified for professional membership, but who is temporarily not actively engaged in a public relations position and

wishes to seek or maintain membership in the Association, shall be eligible for associate membership. An associate member will be considered a voting member, however will not be able to hold office. Policies governing the participation of associate members shall be determined by the Board of Directors.

- **Non-Voting Membership:** The following membership classes shall have no vote nor be eligible to hold office in the Association. They may serve on committees. Each Chapter may allow one non-voting member from each class to serve on the Chapter's Board of Directors, if that position is so designated by the Chapter's bylaws and approved by vote of the Chapter's membership.
- **Student Membership:** Any full-time undergraduate student enrolled in an accredited college or university, pursuing studies in public relations, communications, journalism or a related field, and/or demonstrates an interest in pursuing a career in public relations, shall be eligible for student membership.
- **Allied Membership:** Any person, either as an 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, shall be eligible for allied membership. Policies governing the participation of allied members shall be determined by the Board of Directors.

**Responsibility:**

It is the responsibility of the Executive Director, President, President-Elect, Vice President of Finance, Vice President of Membership and one non-officer of the Association's Board of Directors for reviewing the membership categories and annual dues fees.

**Resources:** None necessary.

# Membership Renewal Process Policy

**Date Approved:** July 1988  
**Date Revised:** May 2016

## **Rationale:**

The Association annually conducts a membership renewal process to ensure a base of revenue for the delivery of member services.

## **Procedure:**

FPRA's membership year is November 1 through October 31. Members who do not renew by October 31 are marked inactive in the Association database. All renewals that come in after October 31 are assessed a late fee. New members may join anytime during the year. Dues are prorated based on time of year joined. New members pay a one-time processing fee, as long as membership is kept current.

**In August:** The State Office sends renewal notices to all members. Deadline for renewal is October 31. Chapter Presidents are sent current roster. Renewal notices are posted in FPRA publications and online.

**October 1:** Chapter Presidents are sent current rosters indicating member renewal status. Renewal deadline reminders are posted using State publications and online.

**October 31:** All non-renewing members are made inactive in the member database.

**November 1:** Chapter Presidents notified of all delinquent renewals. All renewals after October 31 are assessed a late fee.

## **Responsibility:**

The State Office is responsible for administration of the renewal process, in coordination with the Vice President of Membership.

The chapter, through the use of state-supplied rosters, is responsible for encouraging members to renew.

## **Resources:**

Cost of membership renewal process is incorporated into administrative budget.

## Naming of Chapters Policy

**Date Approved:** May 1989  
**Date Revised:** May 2001

**Rationale:**

The strength of the Florida Public Relations Association is in its local chapters. It is important that each chapter have a distinct identity, which, according to a vote of the State Board of Director(s), reflects its geographic location in Florida. This allows new members of FPRA to locate and become familiar with the various chapters quickly so that they may become resources for the members and potential members.

**Procedure:**

Chapter names will be developed prior to the charter of a new chapter. The State Board as a part of the chartering process will approve the name of the new chapter.

Chapter name changes must be submitted in writing to the State Board for approval. Such changes must meet the criteria given in the rationale and must be approved by a two-thirds majority of the State Board before the change may be put into effect.

**Responsibility:**

It is the responsibility of the Executive Director to communicate these criteria to new chapters or those wishing to change their names.

**Resources:**

None necessary

# Nominating Committee Guidelines

**Date Approved:** November 2002  
**Date Revised:** November 2018

The following guidelines are offered to assist the Florida Public Relations Association's nominating committee in choosing qualified candidates for the Association's Executive Committee. All nominees for the FPRA Executive Committee shall have served as President of a local chapter. It should be noted that "preference" for specific experience is desired in most positions, but final recommendation of candidates, regardless of their experience, is entirely the prerogative of the nominating committee.

## **Guidelines:**

As specified in the FPRA Nominating Procedure Policy, all candidates for the Association's Executive Committee must have served at least one term on the State Board as a local Chapter President, having had satisfactory attendance record. Additionally, the following guidelines are suggested for the noted specific positions:

### President-elect

- Must be accredited and certified
- Have experience serving on the Executive Committee for a minimum of one-year (not necessarily the immediate past year)

### VP Accreditation/Certification

- Must be accredited and certified.
- Preference given to members who have served as chairmen of accreditation at the local chapter level.

### VP Annual Conference

- Preference given to accredited members.
- Preference given to members who have coordinated professional development seminars at the local chapter level.

### VP Chapter Services

- Preference given to accredited members.
- Preference given to outstanding chapter leaders.

### VP Communications and Public Relations

- Preference given to accredited members.
- Preference given to members who have served as communications chairman at the local chapter level.

### VP Finance

- Preference given to accredited members
- Preference given to members who have served as treasurer or finance chairman at the local chapter level.

### VP Golden Image

- Must be accredited (certified a plus) with preference given to those with experience judging Image Competitions.
- Preference given to members who have chaired local Image competitions.

### VP LeadershipFPRA

- Must be a graduate of the LeadershipFPRA program.
- Preference given to accredited members.

### VP Member Services

- Preference given to accredited members.
- Preference given to members who have served as membership chairman at the local chapter level.

VP Professional Development

- Preference given to accredited members.
- Preference given to members who have served as chairman of professional development (or its equivalent position) at the local chapter level.

VP Research and Planning

- Preference given to accredited members.
- Preference given to members who have professional experience in conducting/analyzing research or through academia, strategic planning, agency work or practical training.

VP Student Chapter Services

- Preference given to accredited members.
- Preference given to members who have served as the professional liaison to their student chapter or as student liaison from their student chapter to their professional chapter.

VP Digital Media

- Preference given to accredited members.
- Preference given to members who have experience at the local chapter level or within their employing organization with the Web and/or emerging technologies.

Chair of LeadershipFPRA

- Preference given to accredited members.
- Preference given to graduates of LeadershipFPRA or those having served on the LFPRA committee.

Chair of Florida Public Relations Education Foundation

- Must be accredited (certification desired).
- Must be a Senior-level member as defined by membership in Counselors' Network and/or a Past President of FPRA.

# Nominating Procedure Policy

**Date Approved:** October 1987  
**Date Revised:** November 2018

## **Rationale:**

The Nominating Committee is charged with the responsibility of presenting a slate of nominees for the elective positions of the Executive Committee, with the goal of securing nominees who are willing and capable of providing the dynamic leadership necessary. Candidates should be persons who have the greatest competency and necessary attributes to direct the management of the affairs of FPRA. The committee must be aware of what is required of each elective position and the relationship of those positions to the Association.

## **Procedure:**

Since the President-Elect automatically assumes the role of President and the Counselors' Network selects its own chair who sits on the Executive Committee, the Nominating Committee is required to fill the offices of President-Elect and all of the Vice President positions.

The first step is to analyze what is presently available in the way of background and experience among current eligible Executive Committee personnel and what additional experience and skills are needed to ensure a balanced board. The Immediate Past President, who serves as committee chair, will supply results from a survey evaluating current Executive Committee members, which should be taken into account in the nominating process. The committee should determine collectively which current Executive Committee members will be asked to serve another term while concurrently developing a list of potential nominees from among the eligible membership. (The State Office will supply a list of those who have served on the State Board within the last several years.)

Prior to the February State Board meeting, the State Office will mail a questionnaire to eligible prospects to determine willingness to serve and to ensure that the proposed candidate can indeed fulfill the duties of an Executive Committee member as set forth by the job descriptions. The State Office will provide this information to the Immediate Past-President.

Members of the Nominating Committee are required to participate actively in all meetings of the committee sharing fully in its discussions and decision making. These meetings may be conference calls or online. The chairman can divide contact assignments among the committee members who are obligated to keep the chairman apprised of progress in securing nominees who have been agreed upon by the committee.

This committee's discussions must be confidential to protect the reputation and good will of those being considered for office.

The Nominating Committee should notify the membership of its slate no less than thirty days prior to the annual meeting. Twenty days should be allowed for nominating from the general membership. Except for the office of the President, any other member nominated by a petition of 20 voting members shall be placed on the ballot. No nominations shall be accepted after ten days prior to the annual meeting. The ballot shall indicate those nominees recommended by the Nominating Committee and those recommended by petition. Election shall be held at the annual meeting. Candidates receiving the highest number of votes shall be declared elected.

Members nominated for the Executive Committee must have served at least one term on the State Board as a local chapter president and having had a satisfactory attendance record. They should have the philosophical and financial support of their employer to be able to travel to meetings, etc. Tenure on the Executive Committee is a suggested limit of three consecutive years with the exception of the President-Elect.

**Responsibility:**

The President will appoint a five-member Nominating Committee, with the approval of the State Board, to include the Immediate Past President who will serve as chair, one member of last year's committee, and three other members of the State Board who are not officers in the Association and who represent different geographic areas of the state as well as different sized chapters. It is suggested that the President-elect be asked to serve in an ex-officio capacity to give input. The committee will be announced to the membership not less than 4 months prior to the Annual Meeting.

No member of the Nominating Committee should have served on the Nominating Committee more than three years consecutively. Also, no member of the Nominating Committee may appear on the slate of officers.

**Resources:**

None required.

# On-Line Services Policy

**Date Approved:** February 1995  
**Date Revised:** November 2018

**Rationale:**

The Florida Public Relations Association website was developed to enable FPRA members to be on the forefront of electronic communication technology, offering immediate information and services on a broad spectrum of topics.

**Procedure:**

The website is [www.fpra.org](http://www.fpra.org) and includes such materials as:

- General FPRA Information (current and historical)
- Statewide Job Bank
- FPRA Calendar of Events and Seminars
- State Board Information and Executive Committee Information
- Accolades
- Annual Conference Information
- Golden Image Winner Summaries
- Membership Data Base

The system will continually evolve to meet the needs of FPRA members.

**Responsibility:**

The website is managed by the Executive Director State Office staff under the direction of the VP of Digital Media. The website is housed on a vendor's server.

**Resources:**

The website is a budget line item.

## Partnerships with Related Organizations Policy

**Date Approved:** December 2005  
**Date Revised:** February 2006

### **Rationale:**

The Florida Public Relations Association is an organization dedicated to enhancing the field of public relations in Florida. The organization is comprised of separate chapters throughout the state and each builds upon the FPRA Brand.

As FPRA strives to maintain its Brand, it is important to ensure the State Association and the chapters uphold the guidelines in regard to working with other related public relations organizations throughout the state or country.

Although partnering with other related organizations is acceptable within the FPRA policies, it is crucial to appropriately plan and market those activities to maintain FPRA standards and Brand.

All partnership arrangements must benefit FPRA, and must not jeopardize FPRA's membership or financial standing. The purpose of the arrangement must clearly enhance FPRA's membership, professional development opportunities, or financial resources.

### **Procedure:**

For events that may not be presented in partnership with other organizations, reference the Branding Policy, Procedure IV. listed below. For other events, the following procedures must be followed.

1. The partnership opportunity needs to be presented to the chapter board at the local level -- or the Executive Committee on the state level -- for approval prior to moving forward with an agreement with the other organization(s).
2. For collateral material associated with the partnered event, the FPRA logo and information needs to be prominently displayed and given equal billing with the other related organization(s).
3. Any financial arrangements made with the partners need to benefit FPRA or the FPRA chapter and must be clearly identified at the outset of the partnership. If the partner organization(s) does not fulfill its financial obligation, as spelled out in the partnership proposal, fair share expenses will be taken out of the organization's proceeds.

### **Branding Policy, Procedure IV.**

The chapter may, if it so chooses, allow other organizations to serve as sponsors for any event listed below, as long as FPRA maintains ownership of the event.

1. FPRA Annual Conference
2. FPRA Professional Development Seminars
3. FPRA Chapter Monthly Luncheons
4. Golden Image Awards and Chapter Image Awards
5. Counselors' Network
6. Certified Public Relations Counselor (CPRC)

**Responsibility:** The chapters are responsible for following the guidelines set forth in the policy. The Executive Committee will serve as the oversight body and provide assistance to chapters seeking directions about various partnerships.

### **Resources:**

None necessary.

# Past President's Award Policy

**Date Approved:** May 2000

**Rationale:**

The purpose of the Past President's Award is to recognize a senior member who has served the Association time and time again, either on the state or chapter level, and continues to step up to the plate when called upon. In spite of the name, the recipient of this award does not have to be a past president of the Association, only one whose sense of leadership and responsibility cannot be questioned.

Unlike the Dillin, Fleischman and Member of the Year Awards, the Past President's Award is less formal and its presentation during any given year is at the discretion of the current President. It is not meant to take the place of the aforementioned more reverent and prestigious awards. Informally, it is known as the "Dance With The One Who Brung Ya' Award." It will be presented by the Immediate Past President during the Presidents' Luncheon, prior to the time-honored passing of the gavel.

**Procedure:**

Every professional member in good standing of the Florida Public Relations Association is eligible to be nominated with the exception of the current President, President-Elect and the Immediate Past President, who shall comprise the Selection Committee. The primary criterion for this award is based on a member who has achieved success in the field of public relations and has risen to the top, but who has not forgotten FPRA. This member continues to remain involved as an active, supportive member of the association thereby acknowledging FPRA's positive impact on his or her career.

**Responsibility:**

The Selection Committee shall be composed of the current FPRA President, Immediate Past President, current President-Elect.

**Resources:**

The Past President's Award is part of the President's Award budget item.

# Past Presidents' Council Policy

**Date Approved:** October 2001  
**Date Revised:** May 2008

## **Rationale:**

The Past Presidents' Council serves as an advisory board to the State Board on matters related to life members, the Florida Public Relations Education Foundation, the awarding of student scholarships and on the institutional history of the Association. The Council is comprised of all past presidents of the Association who may be called upon or convened for advice by the officers of the Association or by the Board of Directors. The Immediate Past President shall serve as chairman of the Past Presidents' Council and represent the Council on the Board of Directors.

Specific duties of the Council include reviewing nominations for life membership and making such recommendations to the Board of Directors, reviewing applications for student scholarships and recommending deserving candidates for such scholarships, and preparing a formal report to the Board of Directors on the state of the Association. The Council shall convene at least once per year during the Annual Meeting of the Association and at other times as warranted. (Article IV, Section 9)

## **Procedures:**

### Life Membership

In keeping with the Life Member Policy, nominations for life membership will be reviewed by the Past Presidents' Council, which will render a recommendation whether or not to make such an award prior to the Third State Board Meeting. Recommendations from the Past Presidents' Council for life membership must be followed by a unanimous vote of both the Board of Directors and membership present at any regular meeting.

### Student Scholarship Awards

In keeping with the Student Scholarship Awards Policy, applications will be processed and vetted by the State Office and passed onto the chair of the Florida Public Relations Education Foundation for distribution. The Past Presidents' Council will review the applications and vote on the awards. The Foundation Chair will present a recommendation to the Executive Committee by the end of March.

## **Responsibility:**

The State Office coordinates the application process, and the Past Presidents' Council is responsible for reviewing the applications/nominations and making a recommendation. Final responsibility for approval lies with the Board of Directors.

## **Resources:**

Funds for student scholarships will be awarded from the Florida Public Relations Education Foundation.

## Policy Establishment, Revision, and Review

**Date Approved:** August 2003  
**Date Revised:** July 2003

### **Rationale:**

The Florida Public Relations Association is governed by its Bylaws and conducts business under the guidance of the State Board of Directors in concert with formal policies and procedures in the State Board Handbook. This policy sets forth the procedure for the establishment, revision, and annual review of Association policies and procedures.

### **Procedure to propose new or revised policy:**

A State Board member must formally propose new policy or policy changes. Any member of the State Board or general membership that wishes to propose policy or policy changes must do so through the President-Elect of the Association. The President-Elect may choose to enlist the support of an appropriate Vice President of the Association or a committee to develop and review the proposed policy. The following steps need to be taken to establish new or revised policy:

- 1) The proposed policy or policy revision(s) will be presented to the President-Elect for review;
- 2) The President-Elect will review the proposal to ensure that it does not conflict with existing policies or Bylaws, or duplicate a policy that already exists;
- 3) The President-Elect will make a formal presentation to the Executive Committee at a scheduled Executive Committee meeting for discussion;
- 4) If the Executive Committee agrees upon the proposed policy, the President-Elect will present the proposal to the State Board at the next scheduled State Board meeting. A majority vote in favor of the new policy or revision to existing policy is necessary for adoption. If the Executive Committee rejects the new or revised policy, this will be reported to the State Board at the next scheduled meeting and no further action will be taken on this policy;
- 5) The Executive Committee or State Board may make specific recommendations for changes to the proposed policy. In this case, the President-Elect will incorporate said revisions and the process of approval outlined herein will be repeated.

### **Procedure to review existing policy:**

The Executive Director will incorporate into Association practice an annual review of the policies during the annual Executive Committee retreat (which is generally held prior to the First State Board meeting). If any changes or revisions to the policies are recommended, they will be crafted by the President-Elect and presented to the Executive Committee and State Board of Directors for approval.

### **Responsibility:**

It is the responsibility of the President-Elect to steer the development of new and revised policy and for annually reviewing existing policies and procedures in conjunction with the Executive Directors and appropriate Executive Committee members.

### **Resources:**

None necessary

# Presidential Appointees of the Association Policy

**Date Approved:** May 2001

**Rationale:**

FPRA is often involved in efforts requiring a member to represent the Association at various meetings and events. These duties often fall outside the responsibilities of the Executive Director and officers, and sometimes require specialized skills, experience or knowledge.

The President should have the authority and latitude to make such assignments on behalf of the Association.

**Procedure:**

1. The President of the Association may, as he/she deems necessary, appoint any member in good standing, to represent the Association in meetings, at events or on committees of complementary organizations.
2. Examples of such appointments may include but are not limited to:
  - Representation on the Universal Accreditation Board (UAB)
  - Representation on North American Public Relations Council (NAPRC)
  - Representation at meetings and conferences of competing public relations organizations
  - Representation at local, state or national legislative sessions
3. Any non-budgeted expenses to be reimbursed to these representatives must be approved by the board of directors prior to being incurred.
4. The representative should submit a report to the president prior to the next state board meeting outlining the agenda, topics discussed, outcome, potential impact to the Association and its members and recommendations.

**Responsibility:**

The Association President has the responsibility to make these assignments.

**Resources:**

The Association will reimburse expenses for these representatives.

# Problem Resolution (Chapter/Member) Policy

**Date Approved:** November 1989  
**Date Revised:** May 2001

## **Rationale:**

This procedure is designed to offer a mechanism for problem solving when chapters or individual members do not understand or question actions of the State Organization as a whole. It is intended to offer an orderly process for problem resolution.

## **Procedure:**

1. The member/chapter officer should first look for resolution to their question or problem in the local chapter bylaws.
2. A question or problem not resolved at the chapter bylaw level should be communicated to the State liaison officer responsible for the chapter involved.
3. A question or problem not resolved by the State liaison officer should next be directed to the President of the Association.
4. A question or problem not resolved by the Association's President should next be directed to the Executive Committee of the Association to be taken under consideration at its next regularly scheduled meeting. This may be done by contacting the Executive Director of the Association who will place the matter on the agenda.
5. Failing resolution of the question or problem at the Executive Committee level, it must be presented to the full State Board. The decision of the State Board is final.

## **Responsibility:**

Follows the chain of command as outlined in the procedure.

## **Resources:**

None required

# Reserves Policy

**Date Approved:** May 2001  
**Date Revised:** November 2018

## Rationale:

To ensure its long-term financial stability, the Association shall keep in reserves an amount equal to at least three months of the historical six-month average of those expenses deemed to be critical to the ongoing management of the Association and provision of key member services, including:

- Licenses and taxes
- Accounting and Legal services
- Insurance
- Telephone
- Postage
- Website – blog hosting
- Management fee
- Essential travel
- 

For planning purposes, that three-month average should be calculated annually during the budget process based on a five-year average. (For reference, when this policy was written in 2015 the most recent five-year six-month average for these budget categories from 2011-2014 was \$57,440. Based on that figure, the Association's targeted three-month reserve level would be \$28,720.)

## Procedure:

1. The President shall appoint a Reserves Committee chaired by the Vice President Finance that shall be responsible for annual review of the status of the Association's reserves and the needs of the Association for any additional reserves that might arise. That may include recommendations to add or subtract budget categories to be considered for the reserves funding formula. The committee shall provide advice and counsel to the Executive Committee prior to approval of the budget and any changes in reserves. The Committee shall include the President-elect, Vice President Digital Media and other members deemed appropriate by the President.
2. The reserve shall be attained at first over a five-year period, making monthly transfers of 1/36<sup>th</sup> of the specified yearly budget allocation from each year's operations until the three-month reserve target is achieved. As the Association's annual budget increases, reserves and monthly allocations should increase apace and should be reviewed during the annual budgeting process. (For reference, using the 2011-2014 five-year six-month average of \$57,440, in the first budget year upon approval of this policy, monthly allocations would be \$480, for an annual total of \$5,760, achieving the target reserve level of \$28,720 after 60 months.
3. Reserve funds shall be invested in secure readily accessible funds, based upon the recommendations of the Association's financial advisors and upon approval of the Executive Committee.
4. The Association may establish special reserve funds, after review by the finance committee, for the purpose of setting aside funds for anticipated capital or high-cost expenses (i.e., website updates and other technology assets).
5. Use of reserves by the Association requires a 2/3-majority vote of the Board of Directors with sufficient notice in writing.

## Responsibility:

It is the responsibility of the Executive Director, Vice President Finance, and President to keep the proper amount of money in reserves for the Association.

## Resources:

Development of the budget shall be included in the administrative process.

# Social Media Policy

**Date Approved:** May 2010  
**Date Revised:** November 2018

## **Rationale:**

'Social media' is the term commonly given to websites, online tools, blogs, podcasts, wikis, message boards, social book marking sites, social networking sites, content sharing sites, and other Interactive Communication Technologies (ICT) which allow users to interact with each other in some way – by sharing information, opinions, knowledge and interests. As the name implies, social media involves the building of communities or networks, encouraging participation and engagement.

Through this policy, the Florida Public Relations Association will provide guidance to chapters and representative members about their interactions and representations on such sites.

## **Procedure:**

### Responsibility

The Association, its chapters and their representatives must take responsibility for what is written and exercise good judgment and common sense. Members should always be authentic in acknowledging who they are and their relationship to the Association when posting on behalf of FPRA or an FPRA chapter.

Always distinguish between fact and opinion in posts and acknowledge whether the information is FPRA sponsored or simply a private post. Any FPRA Chapter sponsored site or account should make proper use of the trademarked FPRA logo and clearly define it as an official FPRA site or account. The trademarked FPRA logo should only be used in conjunction with FPRA sponsored material and/or on FPRA sponsored sites/accounts.

### Judgment

Refrain from comments that could be interpreted as defamatory, demeaning, inflammatory, threatening, harassing or intimidating. Show proper consideration for others' privacy and for topics that may be considered objectionable or inflammatory.

Personal information unrelated to FPRA business should not be posted on FPRA sponsored sites/accounts. Any photos posted on FPRA sponsored sites/accounts should be in good taste and professional in nature.

**Confidential FPRA business information should never be posted on any social media or web sites.**

### Respect

Respect the work of others related to copyrights and fair use. Always give proper credit and ensure the right to use something with attribution before publishing.

### Value

Posts should add value and insight to members and other readers. Ensure that useful information is being provided and the site/account is not cluttered with chatter.

FPRA recognizes the importance of social media, however, use of social media should not be the primary communication tool of the Association or any of its chapters. Execution of all of the elements related to communication, professional development and networking should still be the primary focus of the Association, chapters and members. In order for social media communications to be successful, the right balance must be struck between social media and other endeavors.

## **Monitoring**

FPRA can and will monitor use of social media and social networking sites/accounts that represent the Association. An edit or take down notice will be issued to any chapter or member representing FPRA on a site that is in violation of these guidelines. To ensure branding, consistency and adherence to policy, Chapters should contact the VP of Digital Media or the VP of Communications/Public Relations prior to creating any new social media sites, accounts or tools on behalf of FPRA or any of its Chapters.

The VP will coordinate with the Chapter Board and/or the FPRA Executive Committee, as appropriate, to predetermine how the site/account will be incorporated into leadership job descriptions to ensure ongoing maintenance.

**Responsibility:** The VP Digital Media and the VP of Communications/Public Relations, in conjunction with the Executive Director and the Association President, will monitor social media sites and accounts representing FPRA and FPRA Chapters.

# Student Chapter Formation Policy

**Date Approved:** February 1988  
**Date Revised:** November 2018

## **Rationale:**

Student chapters of the Florida Public Relations Association are an important part of the FPRA brand. Student chapters offer FPRA the opportunity to improve public relations education and set high standards for future professionals. Student chapters also acquaint future PR practitioners with FPRA and the importance of belonging to a professional association. FPRA student chapters are an excellent method for recruiting future members and leaders for FPRA. Though hosted by educational institutions which meet the criteria established by FPRA, FPRA student chapters are chartered by FPRA and must be operated in accordance with FPRA bylaws, policies and branding standards.

## **Procedure:**

Criteria for maintaining a chartered FPRA Student Chapter include:

1. The host educational institution must have a public relations major, track or sequence.
2. The student chapter must have a faculty advisor who is a professional member of FPRA.
3. The student chapter must submit its bylaws, budget, names of current board of directors, and their positions, as well as the chapter membership recruitment goal for the academic year, to the State Office and the FPRA VP Student Services by September 30th of each year.
4. Only FPRA student members in good standing are eligible to serve on the Board of Directors of an FPRA Student Chapter. The Board of Directors should include one or more Directors directly responsible for FPRA student member recruitment.
5. Any full-time student enrolled in an accredited college or university, pursuing studies in public relations, communications, journalism or a related field, shall be eligible for membership. Student membership is defined as dues paying member of the State Association. Students who participate in student chapter activities but are not FPRA student members as defined above are not allowed to identify themselves as such in any manner nor receive other benefits exclusively reserved for FPRA student members.
6. Though FPRA Student Chapter names may include a unique identifying component, FPRA must be included in the name (i.e., The University of Central Florida "Quotes" Chapter of the Florida Public Relations Association).
7. In the event there is any conflict between the FPRA Student Chapter and/or university bylaws or policies and the bylaws or policies of the State Association, the bylaws and policies of the State Association will prevail.
8. Failure to follow the procedures included in this policy may result in the dissolution of the FPRA student chapter by the FPRA State Boards of Directors.

## **Responsibility:**

The host professional chapter plays an important role in the success of student chapters, acting as an advisor/mentor. However, final responsibility for approval lies with the State Board.

## **Resources:**

All costs associated with the Student Chapter such as mailing chapter newsletters and other chapter communications are the responsibility of the Student Chapter. Student chapters may assess dues above the FPRA student dues (\$30) for their own treasury (not to exceed \$15)

# Student Scholarship Policy

**Date Written/Approved:** December 2001  
**Date Revised:** November 2015

## **Rationale:**

The Florida Public Relations Association (FPRA) and the Florida Public Relations Education Foundation (FPREF), a separate 501 (c) (3) organization, combine resources to offer student support in the form of internships, student memberships, networking opportunities and professional development. FPREF offers financial assistance in the form of scholarships.

## **Procedure:**

Named in honor of the late Dr. Bob Davis, APR, CPRC, the Dr. Bob Davis Student Scholarship is awarded each spring to an outstanding student(s) pursuing a degree in public relations or related field at an accredited Florida College or University. The annual award is determined by the FPREF Foundation Board of Directors, based upon available funds at that time.”

The application and award procedures for student scholarship(s) will be as follows:

1. Applications for student scholarship(s) will be distributed in the first week of January to all FPRA student chapter faculty advisors, all members of student chapters, all student members and all accredited Florida colleges and universities offering a track in public relations, mass communication or related field.
2. Students will be given until the end of February to return the application.
3. Applications will be processed and vetted by the State Office and passed onto the Chair of the FPREF.
4. The Foundation Chair will appoint a committee to review applications.
5. The committee will review the applications and select by majority vote the candidate(s) to be awarded scholarship(s). The Foundation Chair will announce their decision to both the FPREF Board of Directors and the FPRA Executive Committee by the end of March.
6. Student(s) who are selected to receive scholarship(s) will be notified no later than April 15 and will be invited to receive their scholarship(s) at Annual Conference.
7. Student(s) selected to receive the scholarship(s) will also be granted a one-year “Student to Professional” membership to FPRA.
8. Check(s) will be made payable to the student(s), not the university or college.

## **Eligibility criteria will be as follows:**

1. Students must be incoming seniors and have currently enrolled and been accepted, full-time, in an upper division public relations or related track at an accredited Florida college or university and slated for graduation no earlier than the following fall semester.
2. Students must have a minimum GPA of 3.0 on a 4.0 scale.
3. Students must attach a copy of their resume, transcripts and the required essay along with the completed application. The parameters for the essay are outlined in the application.

**Responsibility:**

The State Office coordinates the application process, and the FPREF Chair and sub-committee from the FPREF Board of Directors is responsible for reviewing the applications and selecting the candidate(s).

**Resources:**

Funds for student scholarship(s) will be awarded from the FPREF.

**Attachments:**

Scholarship application

**Timeline for Student Scholarship(s):**

Early January	Distribute application to colleges & universities, students
End of February	Application deadline at State Office
March	State office gets applications; sends to Chair of the FPREF who forwards to committee
	Decisions are rendered by end of month
April 15	Student(s), school(s) are informed of recipients
	Recipients invited to Association's Annual Conference
July/Aug	Recipient(s) presented with check(s) at Annual Conference

# Transfer of Membership Policy

**Date Approved:** May 2001  
**Date Revised:** November 2018

**Rationale:**

To Clarify the Process of a member moving between chapters.

**Procedure:**

1. An Individual Professional Member of FPRA in good standing may transfer their membership from any chapter of the Association to any other chapter of the Association within the membership year. The Association will charge no additional membership dues or processing fees.
2. Institutional Professional Memberships of the Association are paid for and held by the institution. If an Institutional Professional member leaves for any reason, the membership remains with the institution.
3. The vacated Institutional Professional Membership will remain in force until October 31, however, any new person taking over the membership, and not a current member of the Association, must complete and submit a membership application along with a processing fee and resume.
4. The departing member must re-apply for membership with the State Office.
5. Transferring member must complete the Membership Transfer Form found in the Members' section (under Forms) on FPRA's website.

**Responsibility:**

It is the responsibility of the member to inform the State Office of the Association of any change in employment and/or residence.

# Universal Accreditation Board Policy

**Date Approved:** May 2010  
**Date Revised:** May 2018

## **Rationale:**

The Universal Accreditation Board (UAB) is a partnership between FPRA and other international and national public relations organizations. The UAB oversees the accreditation program. This group of senior-level Accredited members meets several times a year. PRSA acts as the coordinator of the program.

The purpose of this policy is to ensure that the Florida Public Relations Association (FPRA) is continually represented on the UAB by Accredited senior members who will consistently support the best interests of the Association.

## **Procedure:**

1. The Florida Public Relations Association has two seats on the UAB. Each seat has an initial two-year term, which can be extended up to three additional two-year terms per approval of the FPRA Executive Committee and State Board. With extensions, eight years is the maximum term.
2. Each representative shall be an Accredited member and must have been actively involved in the Accreditation process (i.e., a chapter accreditation/certification chair or former state Vice President of Accreditation/Certification), or the Association's executive director, if an Accredited member, or a past state president. A nominee to fill a vacant seat will be recommended by the Executive Director and approved by the Executive Committee and State Board.
  - a. The Executive Director will form a selection committee, with a minimum of three participants, to evaluate potential candidates and to nominate FPRA's representative.
    - i. The selected task force participants will be presented to the President by the Executive Director for approval.
    - ii. The participants on the task force must be Accredited and have been involved in the Accreditation process at the state level.
3. Those nominated to serve should be fully informed that this is a time-consuming assignment that demands travel to meetings in New York three times per year. FPRA pays expenses for this travel.
4. FPRA's representatives on the UAB will have the authority to act on behalf of FPRA on matters of policy that come before the board. Representatives will provide a report to the Executive Committee and State Board following each UAB meeting or sooner if current issues warrant.
5. If a UAB meeting is scheduled before a new member is seated, the President may appoint a representative until the Executive Committee and State Board approve a member to fill the vacant seat.
6. The UAB representatives will maintain contact and communication with the VP of Accreditation and Certification and are invited to attend quarterly EC meetings as needed.

## **Responsibility:**

It is the responsibility of the Executive Committee to select a representative for the two-year term, and the duty of the President to notify the representative.

## **Resources:**

The costs to represent the Association on the UAB will be included in the Association's annual budget.