

FLORIDA PUBLIC RELATIONS ASSOCIATION POSITION  
SEPTEMBER 1994

The following position statement was formulated by members of the 1994 and 1995 executive committees, leaving no doubt of FPRA's independent status.

"Florida Public Relations Association, the oldest, largest and strongest state public relations association in the nation, is committed to providing outstanding professional development and networking opportunities for its members. The association's goal is to maintain its independent position as an industry leader, continually moving forward in its efforts to meet the expanding and changing needs of public relations professionals throughout the state. Toward this goal, FPRA is prepared to take a leadership position in a national cooperative effort to effect universal accreditation working through the North American Public Relations Council. We also continue to support similar types of cooperative ventures with allied organizations aimed at strengthening the profession, as deemed appropriate by our Board of Directors."

FPRA state leadership has also developed a list of goals to guide the effort to establish and communicate the position:

- To halt all speculation of a merger between FPRA and PRSA
- To strengthen FPRA's position as a strong professional association
- To assure members that decisions are made in their best interests
- To maintain strength to provide the best possible services to members
- To serve the diverse needs of Florida's public relations professionals
- To provide beneficial services to all chapters regardless of their size or locale
- To continue to work at the national level for universal accreditation
- To reinforce a national position as a leader in joint venturing for the good of the profession.