



## Become a Certified Public Relations Counselor (CPRC)

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

Candidates for CPRC must be a member of the Florida Public Relations Association and have a minimum of 10 years of professional practice in public relations.

The exam, which is administered throughout the year, consists of a written section, comprised of case studies, and an oral component, which requires the candidate to make a presentation to a panel of certified evaluators.

For the oral portion of the exam, candidates are encouraged to use an actual presentation they have made to an employer, a client or the media. The goal of the 30-minute presentation is to "sell" an idea or a course of action, rather than to demonstrate extemporaneous speaking skills.

The cost of the CPRC exam is \$150. To take the CPRC exam, complete and sign the application below and mail or fax it, with your payment, to FPRA, 40 Sarasota Center Blvd., Ste. 107, Sarasota, FL 34240 or 941-906-1556.

Name \_\_\_\_\_ Title \_\_\_\_\_

Organization \_\_\_\_\_ Phone \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Total years of public relations experience \_\_\_\_\_

Signed \_\_\_\_\_ Date \_\_\_\_\_

Application fee enclosed: \$150 check made payable to "FPRA."

OR

Please charge my VISA/MasterCard/American Express/Discover

Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

3 or 4 digit CWV Code \_\_\_\_\_ Name on Card \_\_\_\_\_

Address where statement is received \_\_\_\_\_ Zip \_\_\_\_\_