

Credentialing Overview: Pursuing Your APR and CPRC



The Florida Public Relations Association (FPRA) offers two credentialing opportunities for public relations professionals – **Accreditation in Public Relations (APR)** and **Certified Public Relations Counselor (CPRC)**.

Accreditation and Certification recognize you as a skilled PR leader and enhance your professional credibility. This guide outlines the steps, eligibility, and benefits for earning the APR and CPRC credentials through FPRA.

Accreditation in Public Relations (APR)

Earning the APR demonstrates mastery of strategic communications, commitment to ethical standards, and positions you as a leader in public relations.

ELIGIBILITY:

- FPRA member in good standing
- Recommended 5+ years full-time PR experience

PROCESS:

1. Request study guide & join study group or study independently
2. Complete application
3. Two-part exam:
 - Panel Presentation
 - Computer-based Examination
4. Renewal required for lifelong learning

EXAM DETAILS:

- Panel judges determine advancement to computer-based exam
- 12 months to complete both parts
- Additional instruction provided if a portion is not passed

COST: \$495

- FPRA & Capital Chapter offer rebates up to \$200
- Fees non-refundable/non-transferable

Certified Public Relations Counselor (CPRC)

The CPRC is the second-tier credential offered by FPRA, developed to recognize the professional growth and achievements of senior-level public relations practitioners who have already earned the APR designation.

ELIGIBILITY:

- FPRA member in good standing
- Must have earned APR
- Minimum 10 years PR experience

PROCESS:

- Complete application
- Two-part exam:
 - o Oral Presentation (choose one of three scenarios provided, present to panel of CPRC professionals)
 - o Written Exam (graded by CPRC professionals)

EXAM DETAILS:

- Oral: 20-min presentation + 10-min Q&A
- Written: 14 case studies, 6 hours total
- Must score $\geq 70\%$ on both oral and written

COST: \$350

- \$75 rebate from FPRA State Office after passing oral or written exam

Interested in Learning More?

Contact FPRA Capital Chapter Director of Credentialing Emily Read, APR, at emilyr@themooreagency.com.